

# FASHION

*nites*

# FTV Fashion Nites in India

- The events industry size was valued at \$1,135.4 billion in 2019 and are to reach \$1,552.9 billion by 2028, registering a CAGR of 11.2% from 2021 to 2028. Events refer to the public gathering of populace art at a determined time and place.
- The primary factor driving the Indian nightlife market is the growing disposable incomes across the country.
- It has led to an increasing indulgence of consumers in leisure activities and a rising preference for alcoholic beverages.
- Moreover, with the services and amenities, we furnish FTV Fashion Nites will be a utopia for all the party animals out there.



## FTV Fashion Nites

- FashionTV has been a well-known brand name for delivering an extravagant and luxurious experience for people for over two decades.
- FashionTV has ingenuity, zest and exuberance like no other that is poured into our FTV Nites, leaving our guests always wanting more.
- FTV Fashion Nites render refined services to invigorating music and an expansive variety of sumptuous food and signature drinks that go well with your taste and preferences.
- Moreover, all FTV Fashion Nites are orchestrating at venues having a lively ambience and stunning interiors.

# FTV Fashion Nites Philosophy

## VISION

We aspire to refine lifestyles across the nation and create an elusive escapade for our guests as well as affiliates.

## AIM

To orchestrate events like no other and offer our guests an exhilarating experience in alliance with our brand partners.

## MISSION

To create India's most happening and exhilarating Fashion Nites Events with electrifying music, ambience and services that matches the needs of the elites.

# WHY Affiliate With FTV?

Aside from being the **LARGEST FashionTV Network**, the reasons are many but some of them are:

- 12 Channels of 24 hrs dedicated to Fashion & Lifestyle channels.
- 23 GLORIOUS YEARS of success.
- UHD 4K and 8K 24 hours channels.
- Available on leading OTT platforms all over the world.
- 100 PLUS HOURS of new fashion and lifestyle content every week.
- 2 BILLION WORLDWIDE Viewers.
- Available on 250+ Global Cable Satellites.
- Presence in 193+ COUNTRIES.
- Reaching 500 Million + Households.

# SOME FASHIONTV KEY FACTS

- Viewed on 10 million public TV sets.
- 5M website visits every month
- FashionTV app has over 500K subscribers & 35K installations per month.
- The fashionTV.com has an average 500,000 monthly visits.
- The video platform DailyMotion has an average of 500,000 monthly views.

# FASHIONNITE

## USP OF FASHIONTV

Massive Profits

360 degree support

Brand Equity Leverage

Strong Industry Linkages

Global Presence

Exhilarating Events

Ubiquitous Promotions

# USP OF FASHIONTV

## 8K video wall fashion shows and VJ during the event.

- Projections of FashionTV shows by top designers.
- 3D FashionTV “floor”, stunning luxury fashion animations.
- Live FashionTV channel with shows from across the globe.
- Promotional videos of FashionTV parties from across the world.
- Promotional content through celebrities.
- Endorsing the brand from across the globe.
- FashionTV unique diamond inspired design.
- FashionTV upholstery, stage design, FashionTV banners, FashionTV podium, FashionTV ramp, FashionTV lighting, FashionTV stalls, FashionTV flyers/printouts

## Special events

- A special runway will placed at all events.
- Top notch models ramp walking in state-of-the art fashion proprietary products (beverages, apparels, cosmetics, accessories, art jewellery, eyewear, footwear, bags).





# FASHION NITE

## USP OF FASHIONTV

### FASHIONTV PROPRIETARY PRODUCTS. FTV BRANDED MERCHANDISE:

- FashionTV beverages
  - FashionTV apparels
  - FashionTV lingerie
  - FashionTV cosmetics
  - FashionTV accessories
  - FashionTV art jewellery
  - FashionTV eyewear
  - FashionTV footwear
  - FashionTV bags
- AND MORE!!

# SOCIAL MEDIA STATISTICS

- 150 new stories (Facebook)
- 200 new stories (Instagram)
- 50 new stories (Twitter)

## **MORE THAN 300 NEW STORIES PER DAY!**

- 65M views on FTV youtube channel.
- 90M subscribers per month on the channel.
- Facebook garners over 4.5M likes and 12M views.
- The number of followers on instagram is over 300K and 125K is organic reach.

Due to FashionTV 's brand popularity and social media engagement from our beloved customers and influencers all the platforms are engaged from every locations.

# SOCIAL MEDIA MARKETING




# FASHION NITE

## SOCIAL ENGAGEMENTS

Instagram uploads | 

Instagram uploads | 

Instagram uploads | 

Instagram uploads | 

Instagram uploads | 

Instagram uploads | 

Instagram uploads | 

Instagram uploads | 

# SPONSORED LOCAL LISTINGS

- Facebook local
- Google local
- GPS location based ADs
- Facebook AD posts and likes campaigning
- Instagram AD and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- Youtube promotions and video boost



# FASHIONTV 360 DEGREE LICENCE SUPPORT

## Pre-Opening Support:

- Location Analysis and approval.
  - Architect, DESIGNS, Layout, Etc.
  - DIAMOND Inspired Designs (Walls, Ceilings, Furniture, etc.)
  - Staff Recruitment.
  - FashionTV Proprietary Products Supply.
  - Other Products and Vendor Tie-ups.
  - STRATEGIC Planning.
  - Staff extensive Training and execution.
- FashionTV Billing & Security Platform.

# LAUNCH SUPPORT

- Planning and execution
- Launch plan in SMM and PR promotions
- Cross marketing

# POST OPENING SUPPORT

- Audits and Ideas
- Promotional offers
- FashionTV sponsorship opportunities
- Google and website listing

# BENEFITS

- Association with the World's LARGEST Fashion and lifestyle media Brand with a strong presence in 196+ countries and 2 billion viewers worldwide.
- Great Business Opportunity with GREATER Returns.
- Develop a huge fruitful circle of a business network.
- Become a leader in fashion and lifestyle industries in your city cream society.
- Get to be the next VIP jet setter being on the VIP list of every exhilarating event in your city.
- Become a respected player in the industry and be seen and surrounded with the elite of your City.
- Get to use the FTV visiting card as your power currency



# BASIC REQUIREMENTS

- **LOCATION**

F-Talent Agency Franchises will be located in prime and buzz-worthy areas throughout all major metropolitan cities, making them easily accessible to the masses.

- **STRONG FINANCIAL BACKINGS**

All franchises purchasing the F-Talent Agency must be able to show strong financial backings to ensure the success of the business.

- **FRANCHISE INDUSTRY ATTRACTION**

All franchises must have a genuine passion and expertise of the targeted industry, as well as a strong drive to hone and inspire the nation's extraordinary talent.

- **STRONG DESIRE TO BE MORE** : Rich, Famous & Successful.

# FASHIONONTV

## FTV Fashion Nites Financials

MODULE	CATEGORY A	CATEGORY B	CATEGORY C
EVENT FEE	1,12,50,000	75,00,000	37,50,000
OFFICE SET UP	BASIC	BASIC	BASIC
APPROX INVESTMENT	1,50,00,000	1,00,00,000	60,00,000
ROYALTY	10%	10%	10%
AVERAGE ROI	150%	150%	150%