



VALUE
ENHANCER

Real Estate
Brand Value Enhancer
Saleskit



Brand Value Enhancer Introduction

- While the name Fashion TV raises a sense of immense nostalgia, the brand value of the company has always been on its highest peak. The idea revolving around Outlet Malls is surely not a new one when it comes to the international market, but with its opening in India will surely create the right attention and attract luxury retailers and customers to its venue.
- Fashion TV aims to be a part of this array with its Flagship Franchise Models ranging from FTV Cafe, Salon, Dining or even Lounge. This not only allows the developers to lease out possible areas but also increases brand value and recognition
- This newfound and tested concept is a short-term change that helps create long-term benefit to equity holders as well as enhances the brand standing in the International industry.
- When it comes to the main aspects of brand value FTV aces it by ticking all the right boxes that include convenience, branding, quality, design, and a unique selling point, that focuses on ultimate customer satisfaction and luxury services that surpasses no other.

Philosophy



Mission

To enhance FTV's global reach and maximise its potential across industries with many other luxury brands and outlets.



Vision

To compete with International brands and establish FTV's various verticals among the best in the industry.



Aim

To help and enable easy leasing of more FTV's outlets at various destinations, increasing revenue and brand value.

WHY License With FTV?

Aside of being the LARGEST Fashion TV 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

10M

Viewed on **10 million public TV sets** in public place

5M

5M website visits every month

500K

FashionTV app has over **500K subscribers** & **35K installations** per month.

300K

The number of followers on instagram is over **300K** an **125K** is organic reach.

12M

Facebook garners over **4.5M likes** and **12M views**.

90M

90M subscribers per month on the channel.

65M

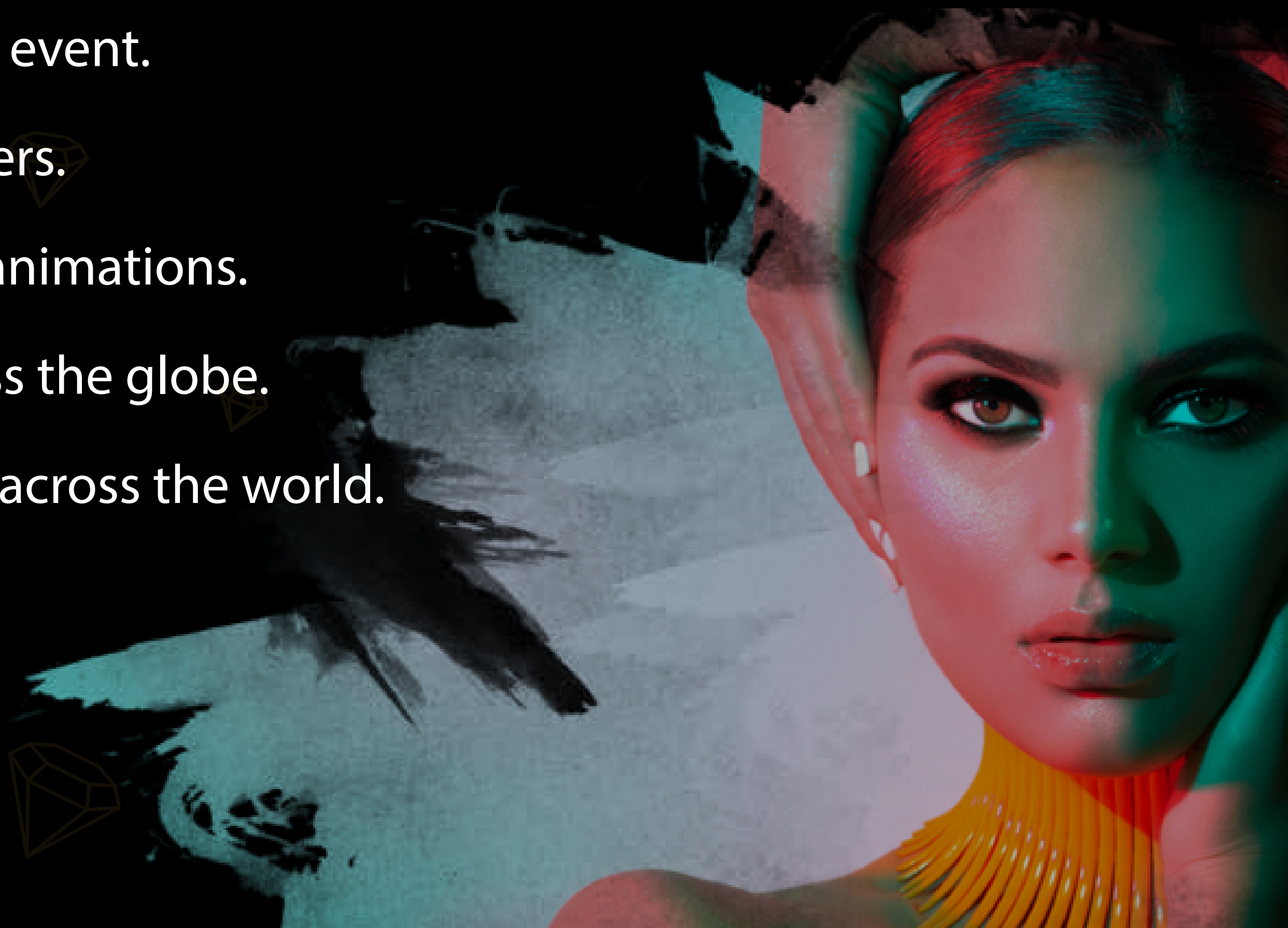
65M views on FTV youtube channel.

FASHIONTV 360 DEGREE License Support

FashionTV gives 360-degree support to all our license owners. We help in all aspects ranging from design, architecture, and to PR launch plans, social media marketing, auditing, cross-marketing and more. Strategic planning which is very important for the success of any business is worked on extensively by our team and license owners.

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.



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!!



USP OF FASHIONTV

- FashionTV unique diamond inspired design.
- FashionTV upholstery
- FashionTV stage design
- FashionTV banners
- FashionTV podium
- FashionTV ramp
- FashionTV lighting
- FashionTV stalls
- FashionTV flyers/printouts

USP OF FASHIONTV

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).

SOCIAL MEDIA MARKETING

Dedicated social media marketing handles



FACEBOOK



INSTAGRAM



TWITTER



YOUTUBE



LINKEDIN

SOCIAL ENGAGEMENTS



Instagram uploads



Facebook check-ins



Twitter postings



LinkedIn posts



Facebook uploads



Youtube videos



Instagram check-ins



Google ADs



SOCIAL ENGAGEMENTS

150 new stories (Facebook)

200 new stories (Instagram)

50 new stories (Twitter)

More than 300 new stories per day!

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

NEW MEDIA STATISTICS

- Facebook has over **3,000,000 views**.
- The fashionTV.com has an average **500,000 monthly** visits.
- The youtube channel has **1,000,000 subscribers** and an average of **15,000,000 monthly** views.
- The video platform DailyMotion has an average of **500,000 monthly** views.

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



License BASIC REQUIREMENTS

AAA Location

Brand Enhancing FTV Outlets must be in prime and commodious locations where aesthetics matter, convenience and luxury being the emphasis of the origin of FTV Residencies, these are establishments that aim to clients for a lifetime.

Strong Financial Backings

All Licenses must be able to show strong financial backing to ensure the success of the business.

FRANCHISE Industry Attraction

All Licenses must have attractions and likings towards the desired industry of convenience and luxury moreover love for providing people with the lifestyle they buy.

Strong Desire to be more: Rich, Famous & Successful.