

FashionTV Beauty Store

THE HOME OF *fashion*

Beauty

Store

INTRODUCTIO

FTV BEAUTY STORE is your one stop hub to beautification. FTV Beauty store is the land where one can surrender themselves to luxury being surrounded by the best products on the planet.

Products for maintenance, full makeovers or a home a spa day, the FTV BEAUTY store has it all.

FTV Beauty Store has a wide range of products with a whole collection of beauty products made from plants, au natural.

This is an exciting way to create awareness about the ill usage of makeup and create a sense of connection between the earth and materialistic ideals on the planet.

Skincare is an evolving personal journey and FTV BEAUTY STORE is here to guide you along the way.

POTENTIAL

By 2025, the Beauty & Personal Care market will generate 9.1% of total revenue, which makes partnering with FTV beauty stores an excellent idea. With a growing modernisation, increasing disposable income, and higher levels of aspirations, India is a fast-growing beauty market. Indian consumers are extremely value-conscious and expect high quality and experience from beauty brands. FTV Beauty store is here providing our customers with premium and indulgent products and gaining steam, as the trend of self-preservation and self-care grows among the consumers.”

Our stores promise to provide you with a wide range of skin and hair care products, as well as cosmetic products, that are attracting more and more consumers each day.

In addition to beauty products, FTV stores offer a wide variety of electronic gadgets, such as hair fixing gadgets. This brand has made a name for itself in metropolitan cities, so you cannot pass it up.



PHILOSOPH

VISION

FTV looks forward to establish a company providing the best beauty products available in the market with an extensive market potential through innovation and superior technology.

MISSION

To build the most sought-after beauty product stores in India with the goal of producing the best quality cosmetics and other beauty products that meet all your beauty needs.

AIM

Creating a revolutionary beauty store brand that meets the needs of modern-day India, that will become nation's most remarkable brand in the self-care industry.

Why franchise 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.



FASHIONTV KEY FACTS

Viewed on 10 million public TV sets in public places.

5M website visits every month

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

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 an 125K is organic reach.



FASHIONTV 360 DEGREE FRANCHISE SUPPORT

Pre-opening support:

- Location analysis and approval.
- Architecture, designs, layouts.
- Diamond inspired designs.
- Staff recruitment
- FashionTV proprietary products supply.
- Other products and vendor tie-ups.
- Strategic planning

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



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 bags

FashionTV cosmetics

FashionTV accessories

FashionTV art jewellery

FashionTV eyewear

FashionTV footwear

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
- Twitter postings
- Facebook uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn posts
- Youtube videos
- Google ADs



SOCIAL ENGAGEMENT STATISTICS

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



FRANCHISE BASIC REQUIREMENTS

AAA Location

FTV franchise should be located in a prime triple A location, high end malls and online store of the city.

Strong Financial Backings

All franchises must be able to show strong financial backings to ensure the success of the business.

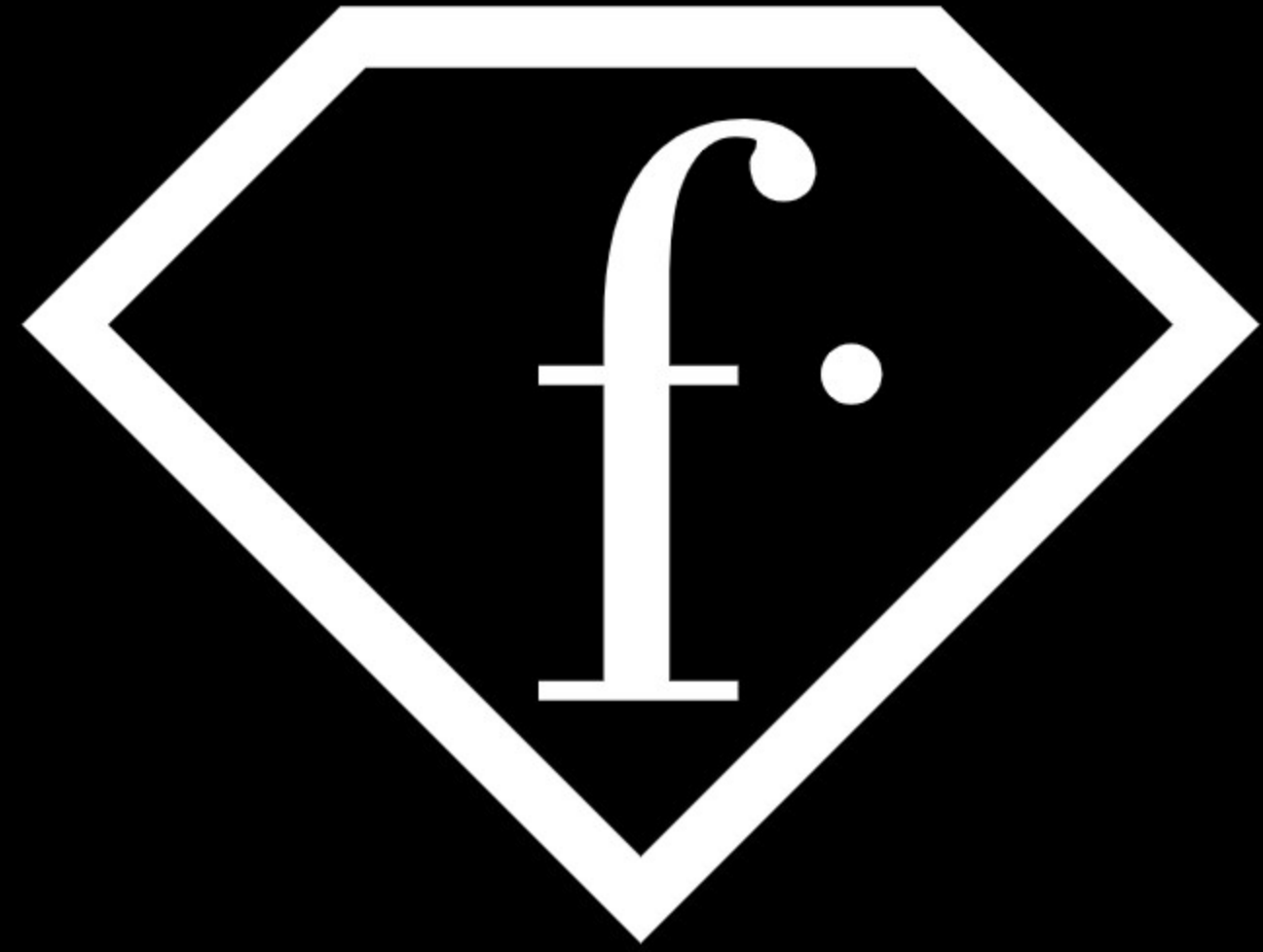
Industry Attraction

FTV franchise should be located in a prime triple A location, high end malls and online store of the city.

FASHIONTV FRANCHISE FINANCIALS

Franchise fee : Rs.25 Lakh
Manufacturing costs on actuals

 fashiontv



BEAUTY
STORE