

FTV Innerwear



FTV INNERWEAR

The secret glamour is when the brevity reflects the soul of lingerie. FTV Innerwear is a way to showcase selfless love for being comfortable. The lacey space or the brief affair is here at FTV innerwear, where elegance meets solace.

FTV lingerie is the world's largest fashion media brand and has now become the global destination for the hottest fashion lingerie at an unbelievable value, empowering women to feel confident and sensual. Fashion TV gives sophistication in the form of an altruistic love that embraces minimalism. One can choose from the sexiest collection to deliver the grace of an incredible sense of freedom. Along with that, the use of intricate fabrics for provocative innerwear holds sustainability. Ftv innerwear is a no-brainer when it comes to dynamic choice. Every one of our pieces undergoes fit tests and quality checks and is intended to compliment Indian body types.



INNERWEAR IN INDIA

The market of innerwear and underwear has a strong presence in India where it holds a CAGR of 9% for the fashion market in India. With an annual growth of 12%, the market has been extending to bring innovation in production and considering the demand of the masses.

The current market size of the innerwear market is worth Rs 27,931 crore, with a CAGR of 10% that will reach by 2027. Innovative manufacturing and ways of selling have also increased the market share. An exceptionally high number of women becoming independent and owning their freedom, comfort and sexuality along with a high disposable income and social progression are factors contributing to the growth of this market. From the massive transformation also marketing is emerging towards plus size women in India in upcoming years.



PHILOSOPHY

Vision

FTV Innerwear has a vision to provide daily luxury for men and women. Our brand promises the most beautiful, comfortable and highest quality women's lingerie.

Mission

To bring the brand awareness and network among masses to deliver the innerwear that suits every body and flaunts in every way.

Aim

Our aim is to become the most recognizable innerwear brand in the country and eventually establish itself as a benchmark in the global Fashion Industry.

WHY LICENSE WITH FTV?

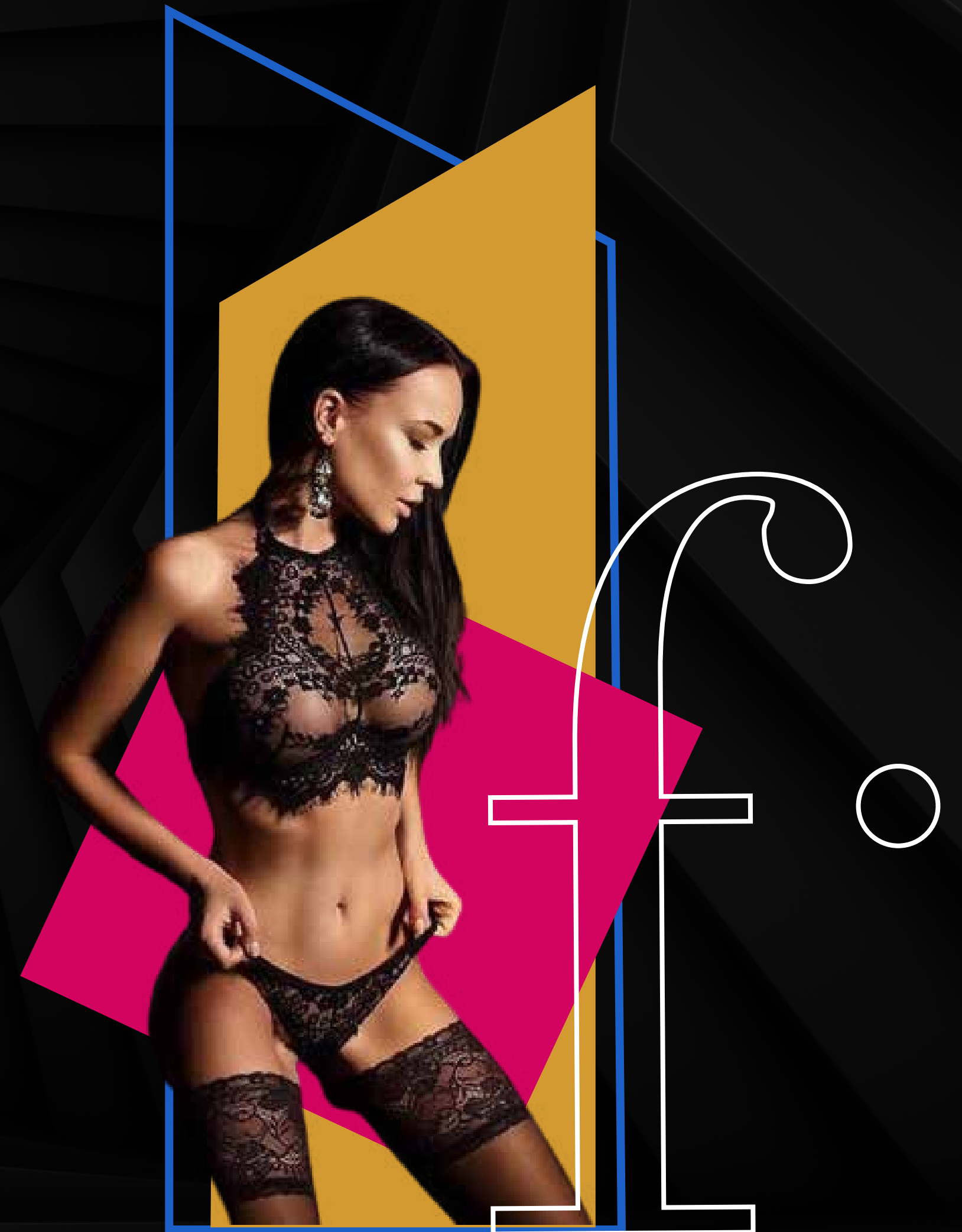
Aside of being the LARGEST FashionTV Network, the reasons are many but some of them are:

- 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

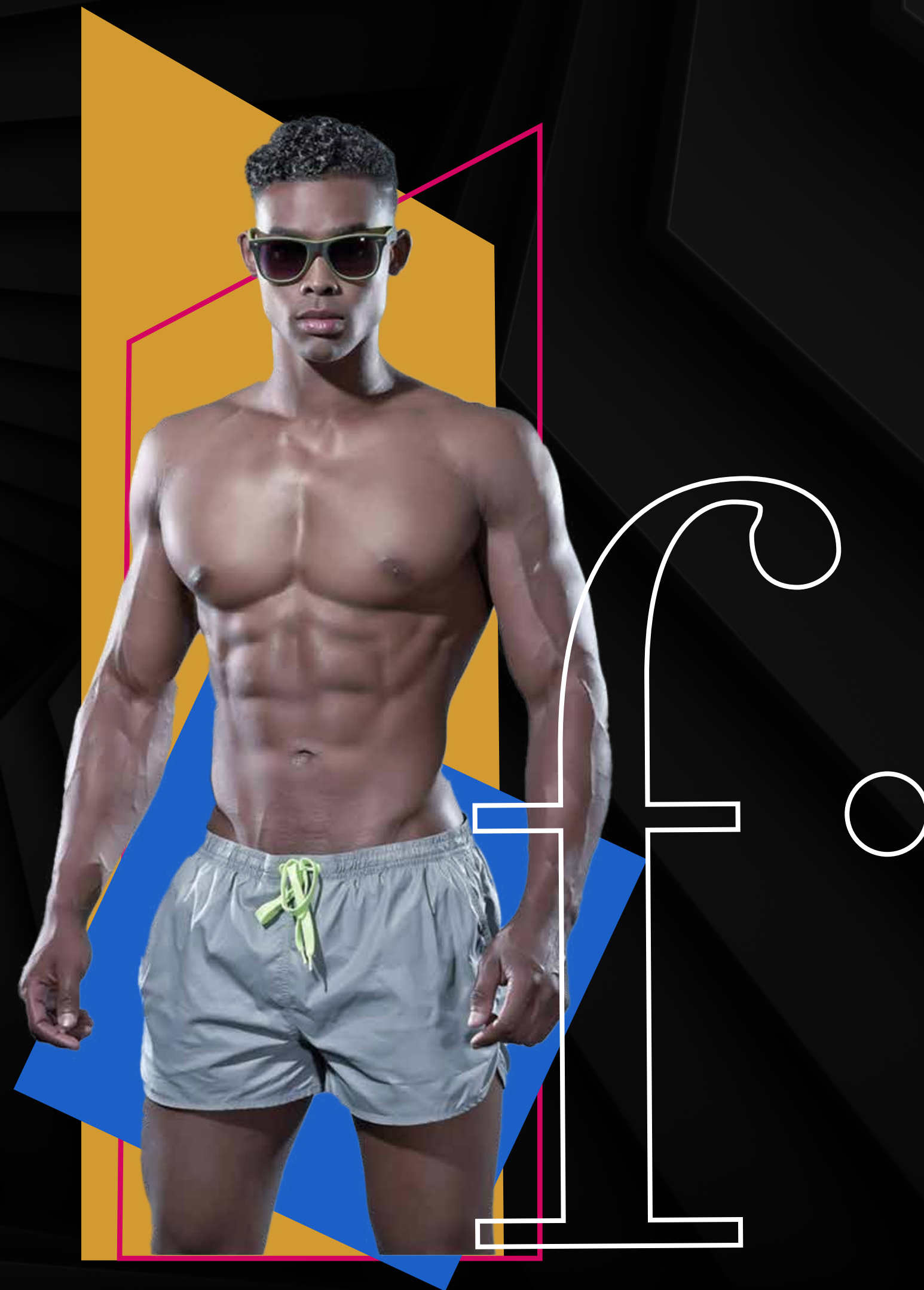
- Viewed on 10 million public TV sets in public places.
- 5M website visits every month
- FashionTV app has over 500K subscribers & 35K installations per month.
- 65M views on FTV youtube channel.
- 90M subscribers per month on the channel.
- Facebook garners over 4.5M likes and 12M views.
- The number of followers on instagram is over 300K an 125K is organic reach.



FASHIONTV 360 DEGREE LICENCE 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
- Staff extensive training and execution.





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 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 BE 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



Instagram



Face



Twitter



Linke



SOCIAL ENGAGEMENTS



Instagram uploads



Facebook check-ins



Twitter postings



LinkedIn posts



Facebook uploads



Youtube video



Instagram check-ins



Google ADs

SOCIAL ENGAGEMENTS 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

FTV INNERWEAR LICENCE BASIC REQUIREMENTS

- **LOCATION**

FTV MAKEUP WILL BE INTRODUCED AT PRIME-TIME BARS AND PUBS IN BUZZWORTHY COSMOPOLITAN LOCALES. FTV MAKEUP WILL BE A MUST-HAVE COMMODITY AT PARTIES AND SOIREES WITH THE TOP-END CROWDS SIPPING ON IT WHILE MAKING MEMORIES THAT WILL LAST A LIFETIME.

- **STRONG FINANCIAL BACKINGS**

ALL LICENCES MUST BE ABLE TO SHOW STRONG FINANCIAL BACKING TO ENSURE THE SUCCESS OF THE BUSINESS.

- **LICENCE INDUSTRY ATTRACTION.**

ALL LICENCES MUST HAVE ATTRACTIONS AND LIKINGS TOWARDS THE DESIRED INDUSTRY OF SPIRITS WITH A ZEAL TO LEARN, EXPLORE AND STRIVE TO SUCCEED BY PUTTING THE NEEDS AND TASTES OF CUSTOMERS FIRST.

- **STRONG DESIRE TO BE MORE: RICH, FAMOUS & SUCCESSFUL.**