

 fashiontv

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FashionTV Undergarments

THE HOME OF *fashion*

FTV
Undergarments

 fashiontv *undergarments*

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FTV Undergarments

FTV Undergarments is the latest segment of Fashion TV exclusively for men.

Whatever you're looking for, whether it's just a pair of breezy cotton boxers or spandex enhanced briefs, we've got it all.

With a vast variety of designs, styles and sizes your search ends once you try out the all new range of FTV undergarments.

Made with the highest quality materials by the topmost designers, FTV undergarments feel like silk against your skin, ensuring maximum comfort along with style.



Potential in India

The undergarments section that Fashion TV offers is second to none.

We design undergarments that extremely stretchable, breathable and provide all day comfort with top quality materials, worth investing in.

In 2022, the men's segment in the intimate wear market was forecasted to be around 185 billion Indian rupees, up from 85 billion rupees in 2015.

The men's wear industry is only forecasted to grow as more and more men are riveted not only in comfort but also looking and feeling good in what they wear.



FTV Undergarments Philosophy

VISION

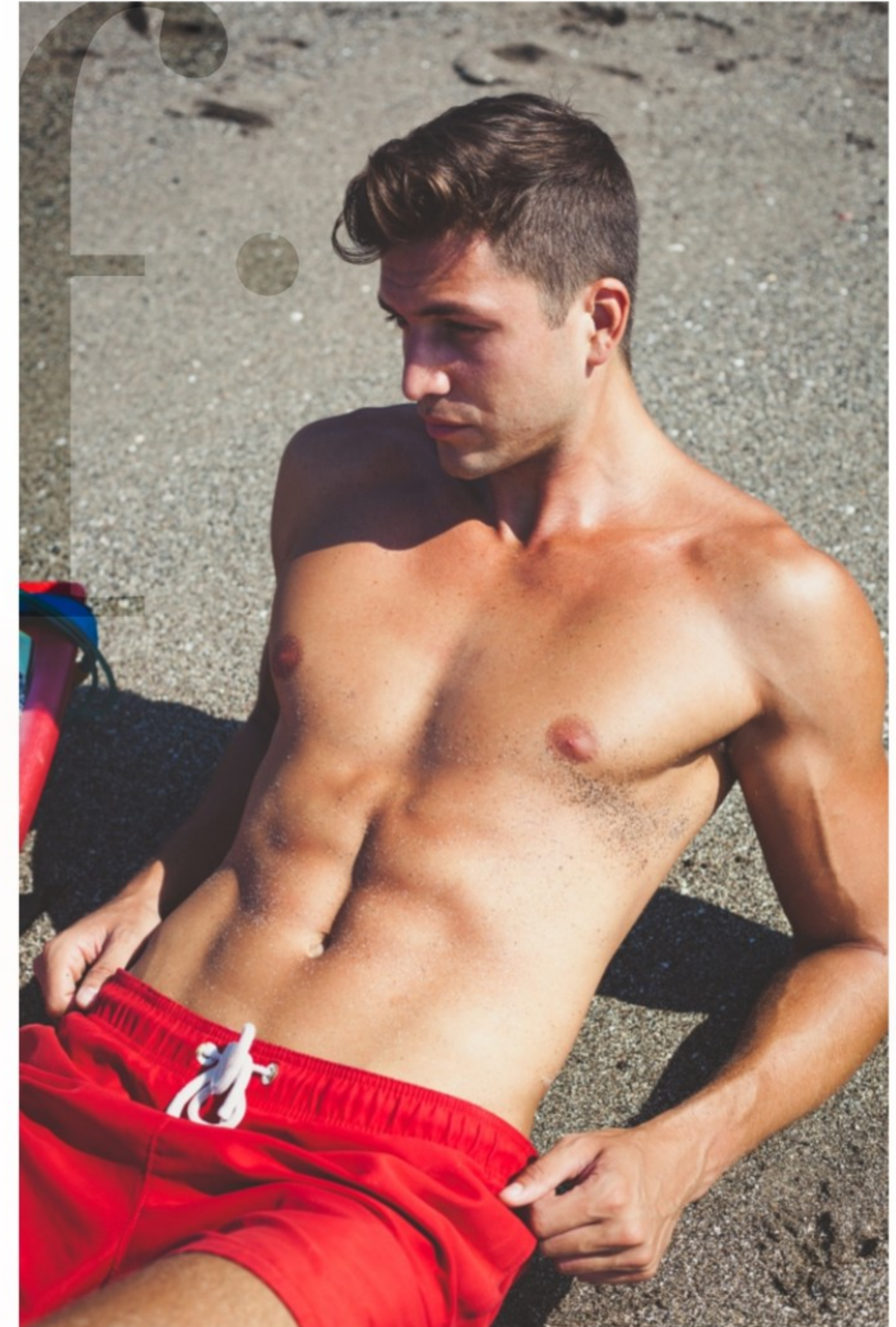
FTV Undergarment has a vision to provide daily luxury for men. Our brand promises the most stylish, comfortable and highest quality men's undergarments.

MISSION

To design men's undergarments that presents itself as a icon of comfort and style all over the globe.

AIM

Our aim is to become the most recognizable men's undergarment brand in the country and eventually establish itself as a benchmark in the global Fashion 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.



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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 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:

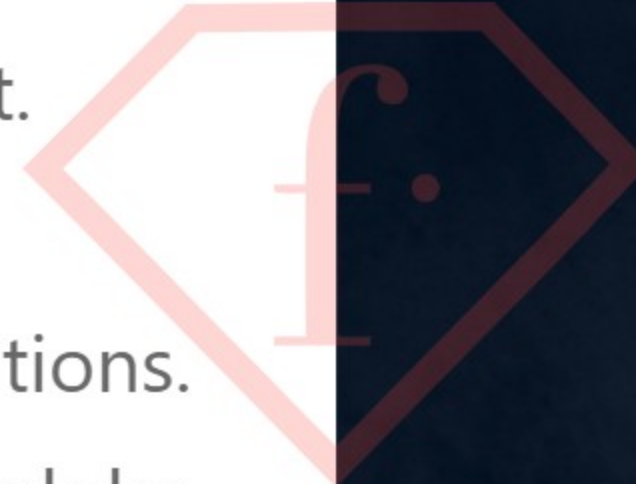
- Audits and Ideas
- Promotional offers
- FashionTV sponsorship opportunities
- Google and website listing





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.



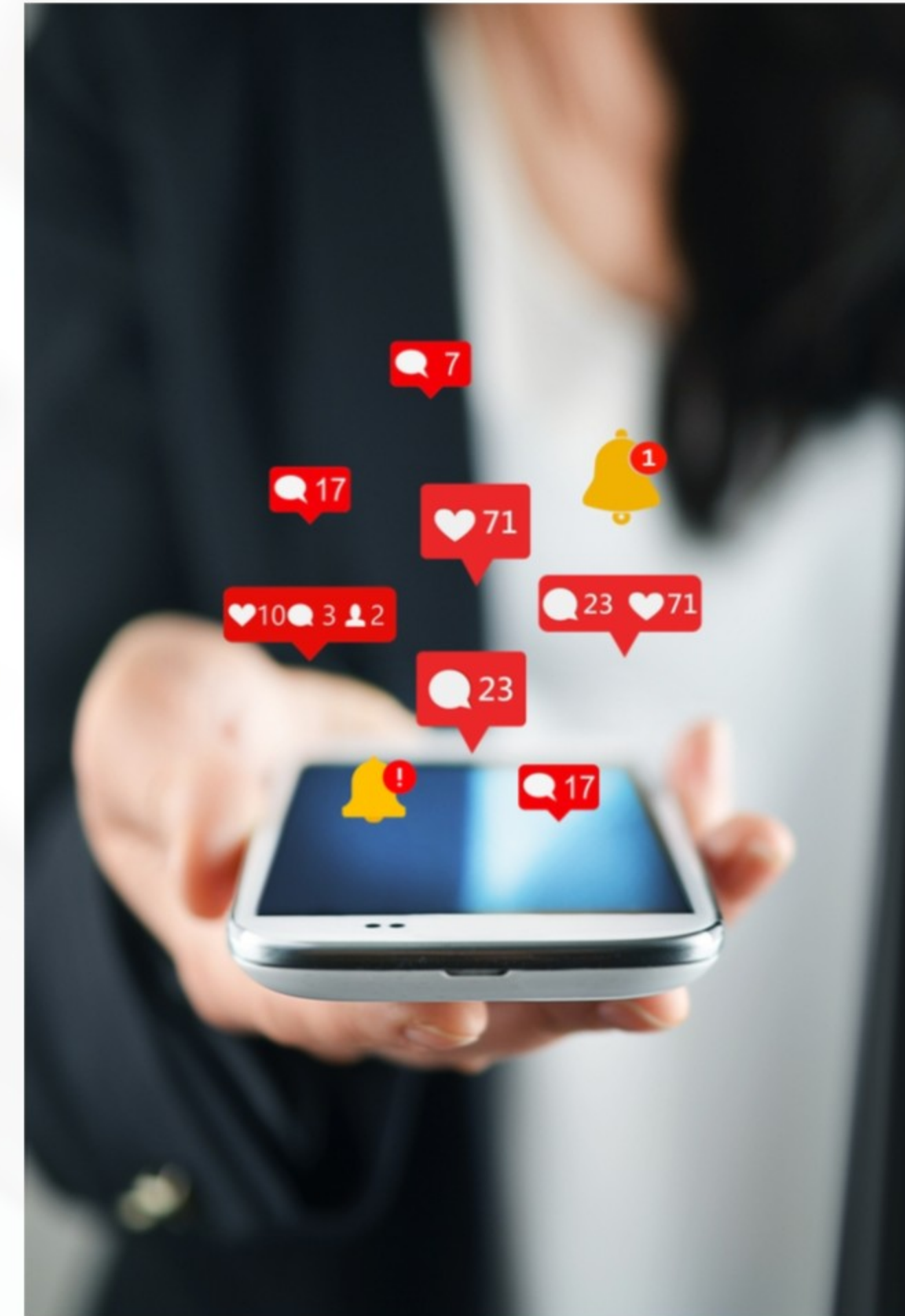
New Media Statistics

- ▶ 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



Licence Basic Requirements

1. AAA Location

FTV undergarment licence should be located in a prime triple A location, high end malls, designer stores as well as convenient online stores of the cities.

2. Strong Financial Backings

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

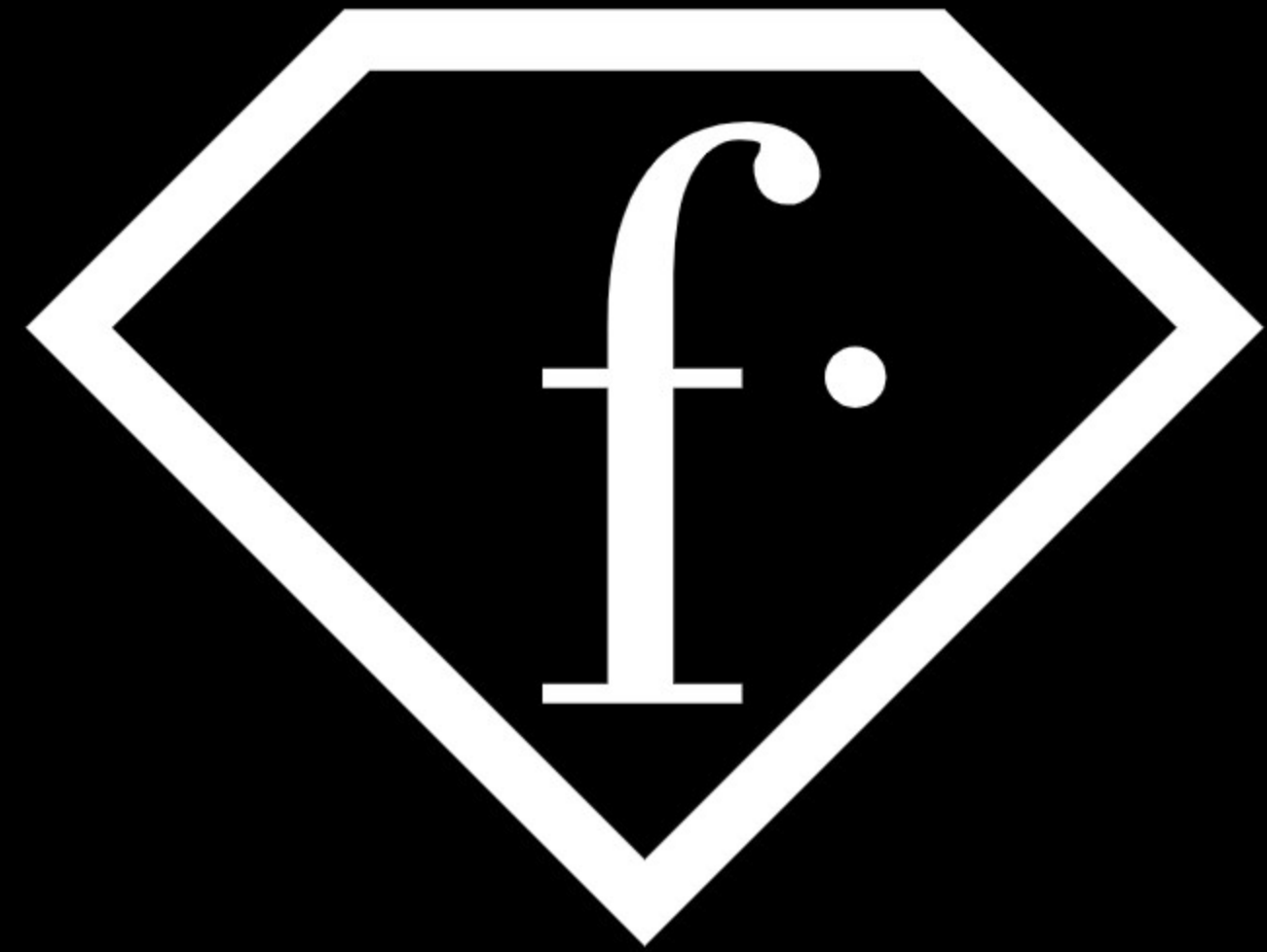
3. Licence Industry Attraction

They must have attractions and likings towards the desired industry of fashion, comfort and style and a love for providing men with the luxury they buy into.

4. Strong Desire to be more:

Rich, Famous & Successful.

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UNDERGARMENTS