



LIFESTYLE  
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# Introduction

The biggest name in the lifestyle and luxury domain, Fashion TV has been making rounds in the eye of the media and entertainment industry. Rightfully setting its cornerstone in the fashion and lifestyle broadcasting, catering to its worldwide audience promoting and showcasing only the best that the world has to offer. Under the wings of Michel Adam Lisowski and Kashiff Khan, we aim to revolutionaries multiple industries we decide to step foot into.





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# A Licensing Project

Revolutionising the idea of luxury business projects in the nation by transforming lifestyles through better estates that enhances and elevates the lives of individuals is an initiative taken by FTV Real Estate. Projects under the domain include the 12 strengths of architecture which are F-Residence, Villas, Furnished Apartments, Co-works, Malls, Outlet Malls, Hotels, Resorts, House and PSF Value Enhancer.

DIANE VON FURSTENBERG

# About Lifestyle Bay

An isle of brands that specifically cater to the likes of Fashion and Lifestyle domain, are spread across a floor enabling the shopping experience to fall in sync to the designated floor. FTV Lifestyle bay is a space within a mall that essentially focuses on attracting and utilisation of the said area. In turn enhances the value of the total property, and acts as a marketing tool to rope in high-end Fashion & Lifestyle Brands. The name, Fashion TV itself derives a sense of immense value and promises success with recognition in the International market.





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# Benefits

## A Space Curated For Luxury Lifestyle Brands

Under one umbrella houses multiple fashion and lifestyle brands that drives sales and ends the search for an all-inclusive collection

## A Massive Marketing Tool

A board that displays the name - Fashion TV creates a sense of nostalgia as well as a story that includes the best of luxury & lifestyle under one space

## HNI & Elite Customers Walk-In

Extremely sophisticated malls and arrays such as this is bound to attract high-end buyers and shoppers thereby elevating value & recognition

## Sophisticated Shopping Exp.

For a mall that houses the best of F&B, Wellness and Lifestyle brands, now with the introduction of FTV Lifestyle Bay is a sure recipe for a complete shopping experience



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# Philosophy

## Vision



To transform India into a leading real estate destination that caters to the elite and matches international industry standards.

## Mission



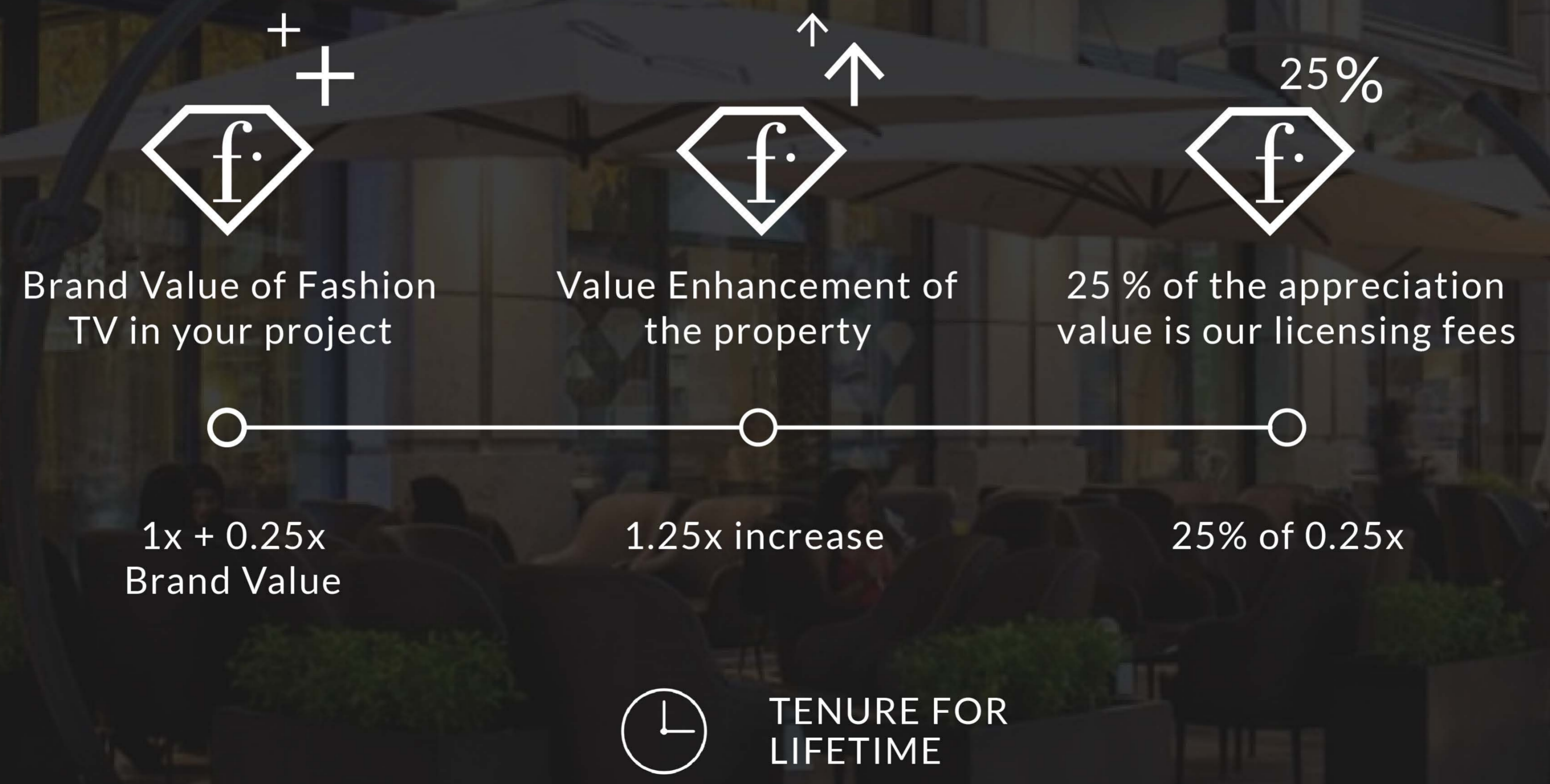
To create a sublime experience that oozes luxury & sophistication in every inch of its construction.

## Aim



To create India's most exquisite Real Estate Brand that eventually establishes itself as a benchmark in the industry.

# Commercials





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