

 fashiontv

FashionTV FTVCruise

The Home of *fashion*

fashiontv
PRESENTS

CRUISE



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The Home of fashion

FTV CRUISE

The beauty of every shoreline and coast is not only the aesthetic that comes packed with it, but the easy and luxury access cruises get that enables high-end experiences and world-class destination ingress.

Your dream vacation could just be a sail away. With FTV Cruises get on-board an exclusive route that takes you on a journey of breath-taking and exquisite destinations, and coastlines that speak for each culture, with all-inclusive amenities on deck. 5-star buffet and ala-carte preparations, swimming pool, DJ nights, luxury sleeping coaches and more.

FTV Cruise aims to mix invention with unique and memorable experiences. With added glamour and necessities, this cruise is built to give you the best under the stars on your chosen dates. There's something for everyone with FTV Cruise.



CRUISE INDUSTRY IN INDIA

- The global Cruise market is valued at 47480 million USD in 2020 and is expected to reach 66610 million USD by the end of 2026, growing at a CAGR of 4.9%. Over the years, the prevalence of cruising amongst millennials has significantly increased. Rising per capita translates to an increase in luxury expenditure amongst the age bracket. In leading countries, millennials are the major earning population bracket.
- In India, the generation bracket is expected to accumulate 50% of the workforce by 2025. In the US, millennials accounted for a population of 71 million in 2016 and are expected to overtake baby boomers in forthcoming years.
- Indians have recognised the advantages of cruise tourism which helps them discover more coasts and shorelines all while being on water and enjoy top-notch activities on board. Places travelled by cruise, are visited by those individuals at some time in their life.

FTV CRUISE PHILOSOPHY



VISION

We aspire to be India's most luxurious and exquisite cruises, providing ultimate leisure and catering to the demands and preferences of the nation's elite.



MISSION

To revolutionise the Cruise Industry standards by offering incredible experiences through innovation and inspiration.



AIM

We endeavour to deliver unparalleled standards of exquisiteness to our clients and ensure that they have a phenomenal voyage each and every time they board FTV Cruise.

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

- Viewed on 10 million public TV sets.
- 5M website visits every month
- FashionTV app has over 500K subscribers & 35K installations per month.
- The fashionTV.com has an average 500,000 monthly visits.
- The video platform DailyMotion has an average of 500,000 monthly views.



USP OF FASHIONTV

- Massive Profits
- 360 degree support
- Brand Equity Leverage
- Strong Industry Linkages
- Global Presence
- Exhilarating Events
- Ubiquitous Promotions



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

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

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).



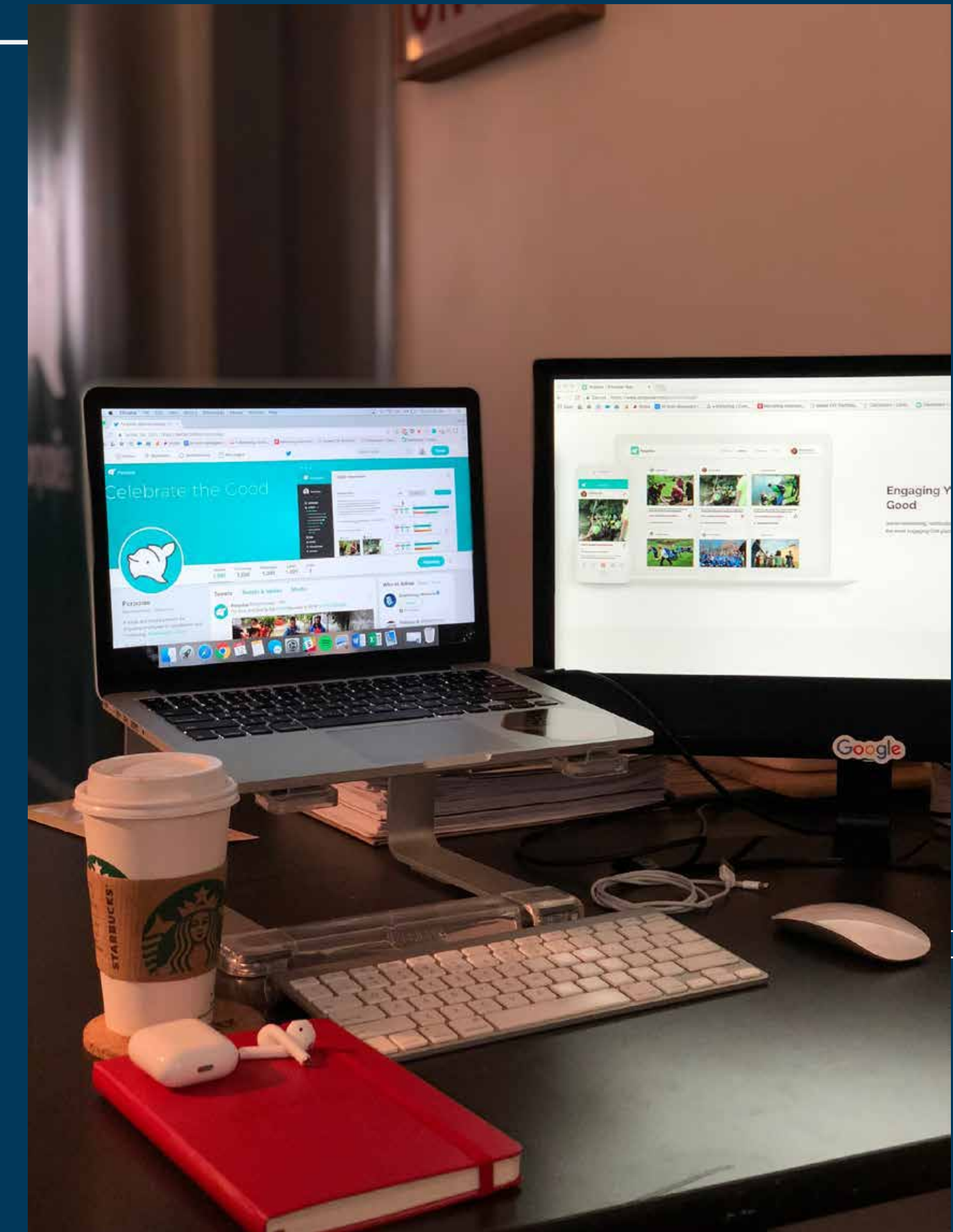
SOCIAL MEDIA STATISTICS

- 150 new stories (Facebook)
- 200 new stories (Instagram)
- 50 new stories (Twitter)

More than 300 new stories per day!

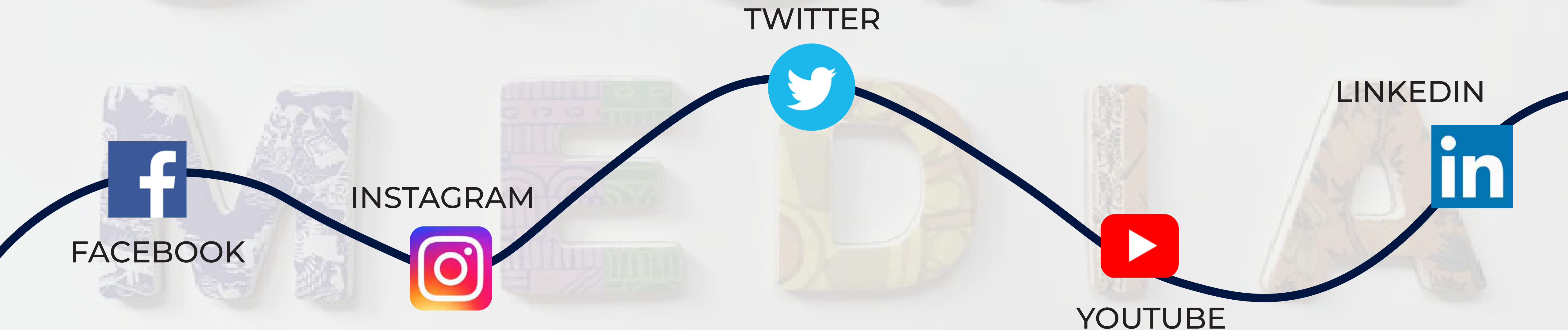
- 65M views on FTV youtube channel.
- 90M subscribers per month on the channel.
- Facebook garners over 4.5M likes and 12M views.
- The number of followers on instagram is over 300K and 125K is organic reach.

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



SOCIAL MEDIA MARKETINGS

Dedicated social media marketing handles





SOCIAL ENGAGEMENTS

SOCIAL

INSTAGRAM
UPLOADS



TWITTER
POSTINGS



FACEBOOK
UPLOADS



INSTAGRAM
CHECK-INS



FACEBOOK
CHECK-INS



LINKEDIN
POSTS



YOUTUBE
VIDEOS



GOOGLE
AD'S



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



FASHIONTV 360 DEGREE LICENCES SUPPORTS

Pre-Opening Support:

- Location Analysis and approval.
- Architect, **DESIGNS**, Layout, Etc.
- **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

FTV EYEWEAR LICENCE BASIC REQUIREMENTS

AAA LOCATION

FTV Cruise Ships will have a strong presence in all the major upscale locales of all the metropolitan cities.

STRONG FINANCIAL BACKINGS

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

INDUSTRY ATTRACTION

All affiliates must have attractions and likings towards the cruise industry with a zeal to learn, explore and strive to succeed.

STRONG DESIRE TO BE MORE

Get rich, famous and successful.