



F BUSINESS BAY

By

 fashiontv

INTRODUCTION TO F REAL ESTATE BY FASHIONTV



At F Real Estate, we blend the worlds of luxury fashion and premium real estate to create unmatched lifestyle experiences. Our mission is to infuse properties with the glamour and sophistication of the FashionTV brand, elevating them to new heights of prestige and desirability.

F Real Estate Licensing offers developers and builders the opportunity to integrate the prestigious FashionTV brand into their real estate projects. Through licensing agreements, developers gain access to the rights to use the FashionTV brand, logo, and reputation in association with their property developments.

Brand Overview

FashionTV is a globally recognised brand synonymous with luxury, style, and innovation. With a presence in 196 countries, FashionTV has established itself as a leader in the fashion and lifestyle media brand, making it perfect for developers aspiring to enhance their projects and establish themselves as premier developers in the real estate industry.



F BUSINESS BAY

Welcome to F Business Bay, where business elegance meets upscale sophistication. F Business Bay, a part of F Real Estate, offers developers and builders the opportunity to enhance their commercial spaces with the prestigious FashionTV brand. By licensing the FTV brand, developers gain access to a world of luxury, sophistication, and global recognition, setting their business hubs apart in the competitive real estate market.

Key Features

01 Prestigious Brand Association

Licensing the F Business Bay brand aligns projects with the esteemed reputation of FashionTV, attracting premium tenants and positioning developments as symbols of luxury and sophistication in the commercial real estate market

02 Global Recognition

Leveraging FashionTV's global recognition appeals to an international audience of businesses, enhancing the marketability and visibility of commercial properties.

03 Unique Selling Proposition

Association with FashionTV creates a unique selling proposition, setting developments apart from competitors and positioning them as premium offerings.

04 Enhanced Tenant Attraction

The prestige of the FashionTV brand attracts high-profile tenants, driving demand and increasing the desirability and profitability of commercial developments.



PHILOSOPHY



Vision

To be the premier choice for developers seeking to elevate their commercial offerings with the prestigious FashionTV brand, setting new standards of luxury commercial developments and global recognition in the real estate industry.

Mission

FTV seeks to forge creative alliances with developers through licensing, allowing them to craft opulent commercial realms that epitomise luxury, sophistication, and iconic business hubs. Our goal is to allure high-end buyers seeking distinguished commercial spaces.

Aim

We aspire to synergise with developers by offering the F Real Estate license, infusing FashionTV's hallmark luxury, elegance, and global allure into commercial projects. Through collaboration, we aim to redefine opulent business environments, creating iconic spaces that inspire success & captivate discerning buyers worldwide.

DELIVERABLES

Brand Logo Usage

Developers receive the rights to use the FTV brand name and logo in association with their residential projects. This includes permission to incorporate the brand name and logo on project signage, marketing materials, websites, and other promotional platforms.

Designing Assistance

Enhance your project's visual appeal with our expertise in detailed 3D modelling and intricate design for key elements like architecture, project elevation, and essential amenities. We assist in seamlessly integrating the prestigious FTV brand into your project's overall aesthetics, focusing on key features and external design aspects.

360° Brand Support

Benefit from comprehensive brand support within FTV's operational domain. We provide tailored assistance, ensuring all aspects of your brand strategy, marketing, and operations align seamlessly for optimal success.

F Community Support

Gain access to a network of top investors, VIPs, business leaders, franchisees, and license holders, instantly expanding your customer base and opening doors to new opportunities and collaborations.

DELIVERABLES

Customised Brand Integration

F Real Estate offers tailored branding solutions to suit the aesthetic and concept of each real estate project, ensuring seamless integration of the FashionTV brand while maintaining the project's unique identity.

Digital Marketing Support

Enhance your online presence with our expert marketing skills. We run strategic ads on social media platforms like Facebook and Instagram. You'll receive a total of 90 free creatives, including those before and after your launch, to boost your brand digitally.

Personalised Website D2C Integration

Elevate your online presence with a personalised website designed for seamless lead generation and customer interaction. Our integrated backend ensures a smooth transition of leads and inquiries, optimising your digital footprint for maximum impact.

F Connect

Join events and connect with industry leaders, celebrities, designers, stylists, choreographers, and models through F Connect. Network with the who's who of the industry, opening doors to collaborations and partnerships that elevate your brand.

EXPERIENCE GREAT VALUE ADDITION

The importance of an estate in the market holds a certain value as per the Square Feet per area, but with FTV your project holds a higher value as compared to other architecture in the city.

Developers benefit from an additional hike of value, hereby increasing their overall competency and value in the market.

FTV Value addition stands to be a strong USP, enabling higher returns and importance among other real estate agents and projects taken upon.

As per our records, you can view our Value Addition of 20% in our existing projects provided in comparison to other existing developments.



OUR PROJECTS



F RESIDENCES

Pune

UNITS	MARKET R / SQ FT	F RESIDENCES R / SQ FT	VALUE ADDITION
2 BHK	9-10k	12k	20%
3 BHK	11k	13.3k	21%



F RESIDENCES

Pune

UNITS	MARKET R / SQ FT	F RESIDENCES R / SQ FT	VALUE ADDITION
2 BHK	10.1k	12.5k	23%
3 BHK	11.2k	14k	25%



F RESIDENCES

Ghatkopar, Mumbai

UNITS	MARKET R / SQ FT	F RESIDENCES R / SQ FT	VALUE ADDITION
2 BHK	19.7k	24.2K	23%
3 BHK	22.8k	28.5K	25%



F RESIDENCES

Malad, Mumbai

UNITS	MARKET R / SQ FT	F RESIDENCES R / SQ FT	VALUE ADDITION
2 BHK	22.8K	28K	23%
3 BHK	24.5K	29.7K	21%



BUSINESS BAY LICENSE COMMERCIAL

4% of Saleable
Project cost

License Fee

Lifetime

Tenure

OUR BOARD

Michel Adam

Michel Adam Lisowski is the founder and chairman of FashionTV. He founded FashionTV to create a global fashion platform that focuses on fashion, luxury, and beauty. He is known as the 'FASHION MAESTRO' for his remarkable contribution to the fashion, luxury, and lifestyle industries across the world.



Kashiff Khan

Kashiff Khan, the Managing Director of the world's largest fashion and lifestyle media brand, FashionTV, is an iconic name in the world of fashion and brand business development in India. Moreover, Mr Kashiff is also recognised as an author, writer, and start-up specialist for businesses all over the globe.





Thank you for sticking through!