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# Outlet Malls



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FTV OUTLET MALLS

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Based on the design of ancient architecture and urban luxury and opulent living buyers, F-Malls has introduced an international based concept in India. For a lifestyle that demands richness, luxury thrifters are now looking for a way out of the basic and old shopping experience.

Decked with intricate decor backed with an optimum luxurious buying experience, right from shopping to dining, this array of architecture is followed by many ready-to-wear exclusive brands.

Although Fashion TV caters to a luxurious segment, this ancient shopping method and real-estate venture that represents the top global brands, has made its way to the modern world bringing authentic buying experience to its high-net worth individuals.

Making you set aside your day filled with glamour, fine dine and recreational activities this is your luxury haven right on a street, all at a reduced price.

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Luxury malls have been the one-stop shop destination for all fashion enthusiasts. Over the years shopping malls and retail stores have become more of an entertainment destination for the wanderers.

Post pandemic, shoppers are being more cautious and are hence moving to luxury outlets that allow them to focus on one brand, one at a time at the same time providing them with an array of options side by side.

In India, the Indian luxury market is a fast-growing sector, with numbers reaching as far as 300\$ Billion till 2030 to the current 30\$B. This doesn't even cover the gourmet and fine dining restaurants and recreation facilities, yet.

The retail and outlet shopping lifestyle is only estimated to succumb to its own numbers in the coming years, with the influence of the newest generation and their exposure to the luxury market.

# Potential in India.

## Vision

To bring India at par with the International Real Estate Outlet Malls standard by remaking and redefining the authentic luxury shopping and dining experience that establishes its worth in the eyes of the ultra-rich.

## Mission

To enhance the luxury shopping sector in India by bringing back ancient vintage architectural marvels and enabling outlets that maximise customer satisfaction and over-deliverance of luxury products.

## Aim

To make F-Outlet Malls the go-to luxury shopping destination and establish itself as a benchmark in the retail real estate universe.



# Philosophy.



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*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*

# Why License with FTV?

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



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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 License Support.



FashionTV gives 360-degree support to all our license owners. We help in all aspects ranging from design, architecture, and to PR launch plans, social media marketing, auditing, cross-marketing and more. Strategic planning which is very important for the success of any business is worked on extensively by our team and license owners.

# USP of FashionTV.

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.





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# 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!!



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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.

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*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**



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# Social Engagements.

*Instagram uploads*

*Twitter postings*

*Facebook uploads*

*Instagram check-ins*

*Facebook check-ins*

*LinkedIn posts*

*Youtube videos*

*Google ADs*



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# Social Engagements Statistics.

*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.*



150 new stories  
(Facebook)



200 new stories  
(Instagram)



50 new stories  
(Twitter)

# 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.



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# 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





# License Basic Requirements

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## **AAA Location:**

F-Outlet Mall must be in prime and commodious locations where aesthetics matter, convenience and luxury being the emphasis of the origin of FTV Residencies, these are establishments that aim to clients for a lifetime.

## **Strong Financial Backings:**

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

## **Franchise Industry Attraction:**

All Licenses must have attractions and likings towards the desired industry of convenience and luxury moreover love for providing people with the lifestyle they buy.

## **Strong Financial Backings:**

Rich, Famous & Successful.