



# F MALLS

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 recognized brand synonymous with luxury, style, and innovation. With a presence in over 195+ countries, FashionTV has established itself as a leader in the fashion and lifestyle industry, making it the perfect for developers aspiring to enhance their projects and establish themselves as premier developers in the industry.

# F MALLS

Welcome to F Malls, where fashion blends seamlessly with real estate. We're here to offer mall owners and commercial property developers an exciting opportunity to take their shopping destinations to the next level of luxury and sophistication. By partnering with us and licensing the renowned FashionTV brand, F Malls turns ordinary malls into iconic fashion hubs, creating unforgettable shopping experiences that appeal to discerning shoppers and set new benchmarks in the retail industry

At F Malls, we recognize the immense influence of branding on property success. By infusing your mall with the globally recognized FashionTV brand, you not only elevate its prestige and appeal but also attract a diverse range of fashion enthusiasts, trendsetters, and luxury aficionados. With F Malls, your property transcends being just a shopping destination – it becomes a symbol of style, elegance, and innovation, capturing the essence of modern fashion culture

# KEY FEATURES



## Revenue Potential

With the FashionTV brand association, F Malls can expect increased foot traffic and higher tenant occupancy rates, leading to enhanced revenue streams and greater returns on investment for developers and property owners.



## Global Recognition

Leveraging the global recognition of FashionTV, F Malls have the potential to appeal to an international audience of fashion enthusiasts and luxury shoppers, expanding their reach and attracting visitors from around the world.



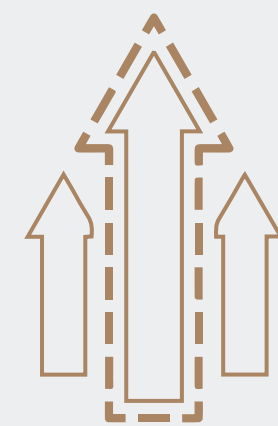
## Prestigious Brand Association

F Malls offers developers and mall owners the opportunity to align their properties with the esteemed FashionTV brand, leveraging its global recognition and reputation to elevate the status of their shopping destinations.



## Enhanced Sales Potential

By licensing the FashionTV brand, F Malls become instantly more marketable, attracting fashion-forward tenants, high-end retailers, and discerning shoppers who are drawn to the allure of luxury and sophistication.



## Differentiation and Competitive Advantage

The integration of the FashionTV brand sets F Malls apart from competitors, positioning them as unique and iconic fashion hubs in the retail landscape. This differentiation gives developers a competitive edge in attracting tenants and visitors.



# PHILOSOPHY

## **Mission:**

FTV seeks to forge creative alliances with developers through licensing, allowing them to craft premium shopping destinations that epitomize luxury, sophistication, and iconic retail experiences. Our goal is to attract upscale shoppers in search of extraordinary retail experiences.

## **Vision:**

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

## **Aim:**

We aspire to synergize with developers by offering the F Real Estate license, infusing FashionTV's hallmark luxury, elegance, and global allure into mall projects. Through collaboration, we aim to redefine opulent shopping destinations, creating iconic spaces that inspire shopping enthusiasts and captivate discerning shoppers worldwide.



# DELIVERABLES

## Brand Name and Logo Usage Rights

Developers receive the rights to use the FTV brand name and logo in association with their commercial 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 modeling 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

## Customized 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.

## Personalized Website D2C Integration

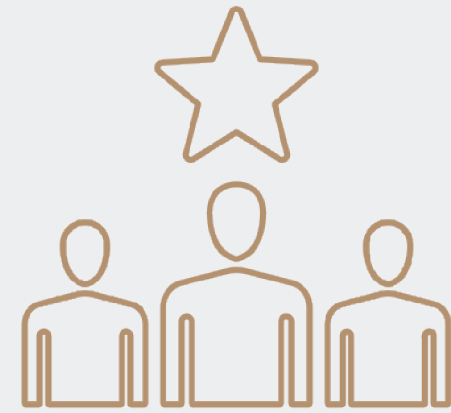
Elevate your online presence with a personalized website designed for seamless lead generation and customer interaction. Our integrated backend ensures a smooth transition of leads and inquiries, optimizing your digital footprint for maximum impact.

## 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.



# VALUE ADDITION



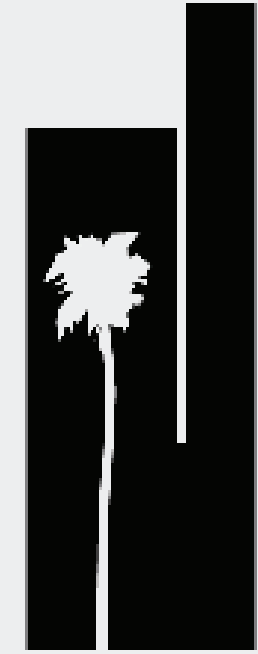
Stand out from your competitors



Increase in the valuation of the project by 20% to 25%




Brand Elevation of the developer



**NAHAR  
GROUP**

# F RESIDENCE


Pune

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



# F RESIDENCE

Pune

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

# LICENSE COMMERCIALS

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, Asia Pacific, 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!

