

fAq

# INDEX

ABOUT F SCHOOL OF FASHION DESIGNING BY FTV	01
PHILOSOPHY, VISION, MISSION	04
FASHION EDUCATION IN INDIA	06
ABOUT FASHIONTV	08
F FRANCHISE BY FTV	10
WHY CHOOSE F SCHOOL OF FASHION DESIGNING BY FTV?	12
FRANCHISE SUPPORT	14
FRANCHISE REQUIREMENTS	16
FRANCHISE FINANCIALS	18
COURSES & CURRICULUM	20
USPs & FACILITIES	21
SOCIAL MEDIA & MARKETING	23
PARTNERSHIP & NETWORKING	25

# INDEX

REVENUE & ROI	27
MISCELLANEOUS	28

## ABOUT F SCHOOL OF FASHION DESIGNING BY FTV

### 01 | WHAT IS F SCHOOL OF FASHION DESIGNING BY FTV?

It is a world-class fashion institute backed by FashionTV, offering international-standard courses and real-world industry exposure.

### 02 | WHAT MAKES IT DIFFERENT FROM OTHER FASHION INSTITUTES?

It blends academic excellence with practical exposure to FashionTV shows, shoots, and global fashion weeks.

### 03 | WHAT CAREER OPPORTUNITIES DOES IT PREPARE STUDENTS FOR?

Students can pursue careers in fashion design, luxury brands, fashion media, styling, and entrepreneurship.

## 04 | DOES F SCHOOL OF FASHION DESIGNING OFFER TAILOR-MADE COURSES?

Yes, courses are designed to align with current industry trends and global standards.

## 05 | HOW DOES THE INSTITUTE NURTURE ORIGINALITY IN STUDENTS?

The institute fosters originality through hands-on training, creative development, grooming, and real-world industry exposure backed by FashionTV.

## 06 | ARE THE COURSES INDUSTRY-RELEVANT?

Yes, the courses are industry-focused, combining creativity, innovation, technical expertise, and modern fashion technology with real-world exposure through FashionTV.

## 07 | WHAT SKILLS DOES A STUDENT DEVELOP AT F SCHOOL OF FASHION DESIGNING?

Students develop creative ideation, strong technical skills, attention to detail, and global market readiness through FashionTV-led training.

## 08 | DOES F SCHOOL FOCUS ON GLOBAL EXPOSURE?

Yes, students gain exposure to international fashion weeks, shows, and luxury brand collaborations.

## PHILOSOPHY, VISION, MISSION

### 09 | WHAT IS THE VISION OF THE F SCHOOL OF FASHION DESIGNING?

The vision is to nurture world-class fashion professionals in India by delivering education that meets global standards.

### 10 | WHAT IS THE MISSION OF THE F SCHOOL OF FASHION DESIGNING?

To establish India's leading fashion & design institute with globally certified courses.

### 11 | WHAT IS THE AIM OF THE F SCHOOL OF FASHION DESIGNING?

To provide nationally and internationally accredited certifications valued worldwide.

# 12 | ARE THE COURSES GLOBALLY RECOGNIZED?

Yes, they are accredited and respected across international fashion industries.

## FASHION EDUCATION IN INDIA

### 13 | HOW BIG IS THE INDIAN FASHION MARKET?

Expected to reach \$115 billion by 2028.

### 14 | IS THERE DEMAND FOR SKILLED FASHION PROFESSIONALS IN INDIA?

Yes, demand is growing for designers, stylists, merchandisers, and digital fashion experts.

### 15 | WHAT IS THE GROWTH RATE FOR FASHION CAREERS IN INDIA?

Approximately 12% CAGR across fashion, luxury, and entertainment sectors.

## 16 | HOW MANY SCHOOLS IN INDIA OFFER INDUSTRY-READY FASHION COURSES?

Around 47% of fashion schools provide skill-based, job-ready courses.

## 17 | WHAT IS THE APPAREL MARKET GROWTH IN INDIA?

From \$67.3 billion to \$109 billion by 2030 (~8.5% CAGR).

## 18 | HOW FAST IS THE FAST FASHION TREND GROWING IN INDIA?

Projected to grow from \$10 billion in 2024 to \$50 billion by FY31.

## ABOUT FASHIONTV

### 19 | WHAT IS FASHIONTV?

It is the world's largest fashion & lifestyle television channel.

### 20 | HOW MANY VIEWERS DOES FASHIONTV HAVE?

Over 2 billion viewers across 196 countries.

### 21 | HOW LONG HAS FASHIONTV BEEN OPERATING?

30th Year Counting since 1997.



# 22 | IN HOW MANY HOUSEHOLDS IS FASHIONTV AVAILABLE?

Over 500 million households worldwide.

## F FRANCHISE BY FTV

### 23 | WHAT IS F FRANCHISE BY FTV?

A global franchise ecosystem offering 50+ luxury franchise opportunities across various sectors.

### 24 | WHICH SECTORS DOES F FRANCHISE BY FTV COVER?

Beauty, F&B, wellness, fitness, fashion, nightlife, education, and retail.

### 25 | DOES F FRANCHISE BY FTV PROVIDE SUPPORT TO FRANCHISEES?

Yes, 360° support from location selection, interiors, recruitment, training, PR, to marketing.

## 26 | DOES OWNING AN FTV FRANCHISE GIVE GLOBAL VISIBILITY?

Yes, franchisees gain exposure to FashionTV's global network of viewers.

## 27 | IS THE F FRANCHISE BY FTV PROFITABLE?

Yes, backed by FashionTV's 30th year global authority, it offers high aspirational value and profitability.

## WHY CHOOSE F SCHOOL OF FASHION DESIGNING BY FTV?

### 28 | WHY CHOOSE F SCHOOL OF FASHION DESIGNING BY FTV?

High-return model, global exposure, 360° franchise support, and multiple revenue streams.

### 29 | WHY IS FTV CONSIDERED A GLOBAL AUTHORITY IN FASHION?

It is the most viewed luxury fashion channel, with live shows, events, and much more.

### 30 | DOES FTV OFFER PROMOTIONAL SUPPORT?

Yes, through events, social media, celebrities, and exclusive fashion shows.

# 31 | CAN STUDENTS GET HANDS-ON EXPERIENCE WITH GLOBAL FASHION EVENTS?

Yes, through exposure to FashionTV shows and fashion weeks.

## FRANCHISE SUPPORT

### 32 | WHAT IS INCLUDED IN PRE-OPENING SUPPORT?

Location analysis, designs, interiors, staff recruitment, training, and strategic planning.

### 33 | WHAT LAUNCH SUPPORT IS PROVIDED?

PR campaigns, social media promotions, and cross-marketing strategies.

### 34 | WHAT POST-OPENING SUPPORT IS OFFERED?

Sales strategies, audits, promotional offers, loyalty programs, and digital presence optimization.

# 35 | DOES FTV PROVIDE PROPRIETARY PRODUCTS TO FRANCHISEES?

Yes, branded merchandise, furniture, and diamond-inspired designs.

## FRANCHISE REQUIREMENTS

**36** | WHAT LOCATION IS REQUIRED FOR THE F SCHOOL OF FASHION DESIGNING FRANCHISE BY FTV?

A prime AAA location in the city.

**37** | IS FINANCIAL BACKING NECESSARY?

Yes, franchisees must demonstrate strong financial stability.

**38** | DO FRANCHISEES NEED PRIOR EDUCATION INDUSTRY EXPERIENCE?

Interest in the education sector is required, but prior experience is not mandatory.

# 39 | IS AMBITION IMPORTANT FOR FRANCHISEES?

Yes, a desire for growth, success, and recognition is essential.

## FRANCHISE FINANCIALS

**40** | WHAT IS THE FRANCHISE FEE FOR A TIER 1 CITY?

₹30,00,000 with 10% royalty.

**41** | WHAT IS THE FRANCHISE FEE FOR A TIER 2 CITY?

₹25,00,000 with 10% royalty.

**42** | WHAT IS THE FRANCHISE FEE FOR A TIER 3 CITY?

₹20,00,000 with 10% royalty.

## 43 | WHAT IS THE TYPICAL CARPET AREA REQUIRED FOR A FRANCHISE?

2500 sq.ft.

## 44 | WHAT IS THE APPROXIMATE CAPEX?

Tier 1 City - ₹1.5 crore

Tier 2 City - ₹1.5 crore

Tier 3 City - ₹1.5 crore

## COURSES & CURRICULUM

**45** | ARE COURSES INTERNATIONALLY RECOGNIZED?

Yes, they are designed to meet global standards.

**46** | DOES THE F SCHOOL OF FASHION DESIGNING BY FTV OFFER HANDS-ON WORKSHOPS?

Yes, students engage in workshops, fashion shows, and real-world projects.

## USPs & FACILITIES

### 47 | WHAT ARE THE UNIQUE FEATURES OF F SCHOOL OF FASHION DESIGNING BY FTV?

8K video wall shows, live FashionTV streaming, 3D floor animations, and celebrity-endorsed content.

### 48 | DOES F SCHOOL OF FASHION DESIGNING BY FTV USE PROPRIETARY PRODUCTS?

Yes, branded merchandise, diamond-inspired furniture, and interiors.

### 49 | ARE FASHION SHOWS PART OF THE CURRICULUM?

Yes, including local designer shows and student-led events.

# 50 | ARE LIFESTYLE EVENTS ORGANIZED AT F SCHOOL OF FASHION DESIGNING BY FTV?

Yes, to enhance student visibility and industry connections.

## SOCIAL MEDIA & MARKETING

### 51 | WHICH SOCIAL MEDIA PLATFORMS DOES FTV USE?

Instagram, Facebook, X (Twitter), LinkedIn, YouTube, Snapchat, Pinterest.

### 52 | HOW DOES FTV ENGAGE STUDENTS SOCIALLY?

Through user-generated content, daily stories, and promotional campaigns.

### 53 | WHAT IS FTV'S SOCIAL MEDIA REACH?

Millions of followers and high engagement across Facebook, Instagram, YouTube, and other platforms.

# 54 | DOES FTV PROVIDE DIGITAL MARKETING SUPPORT TO FRANCHISES?

Yes, including SEM, SEO, local listings, and ad campaigns.

## PARTNERSHIP & NETWORKING

### 55 | WHO CAN BECOME A FRANCHISEE?

Well-settled, business-minded individuals with knowledge of fashion and lifestyle.

### 56 | DO FRANCHISEES GET VIP ACCESS TO EVENTS?

Yes, they gain access to city-level fashion events and elite networks.

### 57 | DOES FTV PROVIDE CROSS-PROMOTION OPPORTUNITIES?

Yes, across 50+ franchise verticals globally.

## 58 | ARE FRANCHISEES PART OF A GLOBAL NETWORK?

Yes, they connect to FashionTV's 2 Billion+ viewers and luxury brand ecosystem.

## 59 | DO FRANCHISEES RECEIVE CELEBRITY AND INFLUENCER EXPOSURE?

Yes, they gain exclusive access for promotions and events.

## REVENUE & ROI

**60** | HOW DOES AN F SCHOOL OF FASHION DESIGNING BY FTV GENERATE REVENUE?

Through courses, workshops, certifications, and event collaborations.

**61** | IS THE FRANCHISE MODEL SCALABLE?

Yes, with multiple formats, multi-city expansions, and multiple revenue streams.

**62** | CAN FRANCHISEES EXPECT HIGH ROI?

Yes, the model is designed for high returns with strong brand recall.

## MISCELLANEOUS

**63** | ARE THERE EVENTS TO SHOWCASE STUDENT TALENT?

Yes, including fashion shows, lifestyle events, and hands-on runway experiences.

**64** | DO FRANCHISEES RECEIVE DESIGN SUPPORT?

Yes, including diamond-inspired interiors, furniture, and print materials.

**65** | WHAT IS THE AVERAGE MONTHLY EXPOSURE FOR FTV ONLINE?

Millions of website visits, impressions, YouTube views, and social media reach.

# 66 | ARE FRANCHISES BACKED BY CELEBRITY ENDORSEMENTS?

Yes, for events, launches, and brand collaborations.