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## ABOUT F MULTIDESIGNER STORE BY FTV

### 01 | WHAT IS F MULTIDESIGNER STORE BY FTV?

It's a luxury retail destination curating designer apparel and accessories from top Indian and global fashion brands, backed by FashionTV.

### 02 | WHAT SETS F MULTIDESIGNER BY FTV STORES APART?

The blend of global fashion authority, sophisticated store design, and curated collections makes it unique.

### 03 | WHO IS THE TARGET CUSTOMER?

High-spending, fashion-forward consumers looking for luxury shopping experiences.

## 04 | WHERE ARE THE STORES LOCATED?

Primarily in Tier I and expanding into Tier II & III cities across India.

## 05 | IS IT A PART OF FASHIONTV'S RETAIL EXPANSION?

Yes, it's one of FashionTV's premium retail ventures under the F Retail by FTV umbrella.

## VISION, MISSION & PHILOSOPHY

### 06 | WHAT IS THE VISION OF THE F MULTIDESIGNER STORE BY FTV?

To create lasting customer connections while showcasing fashion infused with glamour.

### 07 | WHAT IS ITS MISSION?

To be India's top destination for curated luxury designer fashion.

### 08 | WHAT IS THE BRAND'S CORE AIM?

To uplift fashion and lifestyle standards in India through exclusive retail.

## 09 | WHAT VALUES DRIVE THE BRAND?

Glamour, sophistication, curation, and customer-centric luxury experiences.

## MARKET OPPORTUNITY

### 10 | WHAT'S THE SIZE OF THE INDIAN FASHION RETAIL MARKET?

It's valued at \$60.12 billion in 2025, projected to double by 2030.

### 11 | HOW BIG IS THE LUXURY APPAREL SEGMENT?

Estimated at \$7.5 billion in 2025, growing steadily to \$10.7 billion by 2033.

### 12 | ARE TIER II AND III CITIES GOOD FOR EXPANSION?

Yes, rising income and digital access make them emerging hubs.

# 13 | WHAT'S FUELING DEMAND IN INDIA?

Higher disposable incomes and celebrity influence are major drivers.

## WHAT IS FASHIONTV?

### 14 | WHAT IS FASHIONTV?

FashionTV is the world's largest fashion & lifestyle television channel, present in 196 countries, with a large viewership and reputation as an authority in fashion.

### 15 | HOW LARGE IS FASHIONTV'S REACH?

It reaches more than 2 billion viewers worldwide and 500+ million households, operating in many regions globally.

### 16 | HOW LONG HAS FTV BEEN OPERATING?

Since 1997, i.e. around three decades of presence in fashion & lifestyle broadcasting.

## 17 | WHAT TYPES OF CONTENT DOES FASHIONTV DELIVER?

Global fashion shows, lifestyle content, runway events, coverage of luxury and party scenes, as well as fashion-centric videos and programs.

## 18 | WHY PARTNER WITH FASHIONTV FOR A BEAUTY FRANCHISE?

Because its branding, prestige, audience reach, and authority in fashion provide built-in credibility, aspirational value, and marketing power to franchisees.

## F FRANCHISE BY FTV

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

A global ecosystem offering 50+ luxury business formats under the FashionTV umbrella.

### 20 | WHAT INDUSTRIES ARE COVERED IN THE F FRANCHISE BY FTV?

Fashion, beauty, fitness, wellness, F&B, education, and retail.

### 21 | WHAT MAKES IT UNIQUE?

Its global reach, brand equity, and comprehensive 360° franchise support.

## 22 | WHO CAN BECOME A FRANCHISE PARTNER?

Entrepreneurs with strong financial backing and interest in luxury and fashion.

## 23 | DOES IT INCLUDE PROMOTIONAL SUPPORT?

Yes, from launch marketing to influencer engagement and digital campaigns.

## F RETAIL BY FTV

### 24 | WHAT IS F RETAIL BY FTV?

A luxury retail vertical from FTV offering premium franchise options like F Multidesigner Store By FTV and F Made To Measure By FTV.

### 25 | WHAT MAKES F RETAIL BY FTV ATTRACTIVE?

Celebrity-endorsed retail experiences and FashionTV's global influence.

### 26 | IS THE MODEL SCALABLE?

Yes, it supports multi-city and multi-format expansion across India.

## 27 | HOW IS CUSTOMER EXPERIENCE PRIORITIZED?

Through high-end interiors, curated offerings, and luxury services.

## 28 | WHAT IS THE ROI FOR F RETAIL BY FTV?

F Retail by FTV has a high ROI across scalable formats.

## F MULTIDESIGNER STORE BY FTV SPECIFICS

### 29 | HOW FAST IS THE BRAND GROWING?

It's one of India's fastest-growing luxury fashion chains.

### 30 | WHAT DOES THE STORE DESIGN INCLUDE?

Diamond-inspired interiors with luxury retail architecture.

### 31 | WHAT IS THE CORE OFFERING?

A curated mix of Indian and international designer wear.

## 32 | WHAT IS THE POSITIONING STRATEGY?

Luxury meets trend-forward retail for elite clientele.

## 33 | HOW IS IT ALIGNED WITH GLOBAL LUXURY STANDARDS?

Through fashion curation, store design, and brand collaboration.

## WHY CHOOSE FASHIONTV?

### 34 | WHY FTV AS A FRANCHISE PARTNER?

Global luxury authority, unmatched brand recognition, and aspirational appeal.

### 35 | HOW IS FTV DIFFERENT FROM OTHER BRANDS?

Its global media reach and fashion credibility make it a unique lifestyle powerhouse.

### 36 | IS IT A STABLE BRAND?

Yes, with around 30 years in business and ongoing global viewership.

## 37 | DOES FTV SUPPORT EVENTS AND PROMOTIONS?

Yes, through fashion shows, parties, and global video content.

## WHY CHOOSE F FRANCHISE BY FTV?

### 38 | WHAT IS THE BRAND RECALL OF THE F FRANCHISE BY FTV?

Exceptionally high due to FashionTV's international media presence.

### 39 | WHAT MARKETING SUPPORT IS INCLUDED?

Access to FashionTV's digital, social, event-based marketing.

### 40 | CAN I COLLABORATE WITH CELEBRITIES?

Yes, franchisees get exposure to models, influencers, and elite events.

## 41 | WHAT'S THE CROSS-PROMOTION ADVANTAGE?

Your store is supported through FashionTV's 50+ verticals.

## 42 | IS THIS A HIGH-PRESTIGE BUSINESS?

Absolutely, it elevates both business status and personal brand.

## WHY F MULTIDESIGNER STORE BY FTV?

### 43 | IS THE F MULTIDESIGNER STORE BY FTV A PROFITABLE BUSINESS MODEL?

Yes, it's designed for high returns with a scalable format and annual ROI potential across cities.

### 44 | WHAT TYPE OF SUPPORT DOES THE FRANCHISEE RECEIVE?

You receive full 360° support including location setup, interiors, recruitment, PR, and ongoing marketing.

### 45 | WHO ARE THE PRIMARY CUSTOMERS OF F MULTIDESIGNER STORE BY FTV?

Elite, fashion-forward individuals, influencers, and premium shoppers looking for curated luxury.

# 46 | HOW DOES FASHIONTV HELP WITH STORE VISIBILITY?

Global visibility is driven by FashionTV's vast media network, live content, events, and influencer reach.

## FRANCHISE PARTNERSHIP SUPPORT – PRE-OPENING

### 47 | WHAT KIND OF LOCATION SUPPORT IS OFFERED?

FashionTV helps analyze, approve, and finalize prime AAA locations for the store's success.

### 48 | IS ARCHITECTURAL AND INTERIOR DESIGN SUPPORT PROVIDED?

Yes, FTV provides diamond-inspired layouts, designs, and furnishing concepts aligned with global luxury standards.

### 49 | WILL STAFF RECRUITMENT BE HANDLED?

Yes, FashionTV supports you in hiring qualified staff suited for luxury retail operations.

## 50 | ARE VENDOR AND PRODUCT TIE-UPS MANAGED?

Yes, FashionTV ensures access to proprietary products and vetted vendor connections.

## 51 | WHAT ABOUT TRAINING BEFORE LAUNCH?

Extensive training is given to staff covering product knowledge, luxury service, and store operations.

## FRANCHISE PARTNERSHIP SUPPORT – LAUNCH & POST-OPENING

### 52 | DOES FTV HELP PLAN THE STORE LAUNCH?

Yes, the team supports event execution, social media marketing, and PR strategies for a grand opening.

### 53 | ARE PROMOTIONS INCLUDED IN THE LAUNCH PLAN?

Yes, cross-marketing and high-visibility promotions are organized across FTV channels and local platforms.

### 54 | IS THERE CONTINUED SUPPORT AFTER OPENING?

Yes, FTV assists with sales strategies, audits, and loyalty programs to sustain growth.

## 55 | HOW ARE PROMOTIONAL OFFERS MANAGED?

Regular promotional campaigns are planned to keep customer engagement high and increase footfall.

## 56 | DOES FTV HELP WITH ONLINE LISTINGS?

Yes, your store is listed on Google, FashionTV's website, and relevant online platforms.

## FRANCHISE REQUIREMENTS

### 57 | WHAT TYPE OF LOCATION IS REQUIRED FOR THE STORE?

A high-footfall, AAA prime location in a prominent city area is mandatory for franchise approval.

### 58 | IS A STRONG FINANCIAL BACKGROUND NEEDED?

Yes, the franchisee must have sufficient financial backing to support investment and growth.

### 59 | DO I NEED PRIOR RETAIL EXPERIENCE?

Not necessarily, but passion for fashion, retail, and customer service is crucial.

# 60 | WHAT QUALITIES SHOULD A FRANCHISEE HAVE?

Zeal to learn, leadership skills, and a strong aspiration for wealth, fame, and success.

## UNIQUE SELLING PROPOSITIONS

### 61 | WHAT MAKES THE IN-STORE EXPERIENCE UNIQUE?

The store features 8K video walls, 3D fashion animations, and live global FashionTV shows, creating a glamorous, interactive, fashion-week-like ambiance.

### 62 | WHAT KIND OF PRODUCTS ARE OFFERED AT F MULTIDESIGNER STORES BY FTV?

Franchisees can sell FTV-branded luxury products including apparel, lingerie, jewellery, bags, footwear and more.

### 63 | ARE THE STORE'S INTERIORS AND BRANDING STANDARDIZED?

Yes, all stores follow FashionTV's signature diamond-inspired theme with custom-built ceilings, walls, furniture, and branded print materials.

## 64 | DO CUSTOMERS EXPERIENCE FASHIONTV CONTENT WHILE SHOPPING?

Yes, global runway shows, celebrity events, and FTV parties are projected in-store to elevate the aspirational retail experience.

## 65 | IS THE STORE DESIGN AND AMBIANCE PART OF THE FRANCHISE SUPPORT?

Yes, architectural planning, visual merchandising, and interior execution are fully supported under the 360° franchise model.

## EVENTS & FASHION SHOWS

### 66 | ARE LIVE EVENTS HOSTED IN THE STORE?

Yes, regular small-scale fashion shows and product launches keep customer engagement high.

### 67 | IS A RUNWAY SETUP INCLUDED?

Every store includes a temporary runway area for in-store fashion shows.

### 68 | CAN DESIGNERS HOST THEIR SHOWS IN-STORE?

Yes, multiple designers can showcase collections via live events and trunk shows.

## 69 | ARE PROMOTIONAL EVENTS PART OF THE MARKETING PLAN?

Absolutely, promotional events are regularly planned as part of the launch and retention strategy.

## 70 | DO EVENTS ATTRACT INFLUENCERS AND MEDIA?

Yes, events are designed to attract local media, influencers, and the city's elite.

## SOCIAL MEDIA, ENGAGEMENT & DIGITAL PRESENCE

### 71 | HOW DOES FASHIONTV SUPPORT FRANCHISEES WITH SOCIAL MEDIA MARKETING?

Each store gets dedicated social handles across platforms like Instagram, Facebook, YouTube, X, and LinkedIn, managed to build brand visibility and engagement.

### 72 | WILL MY STORE BENEFIT FROM INFLUENCER AND CUSTOMER-GENERATED CONTENT?

Yes, with over 300 organic stories created daily by customers and influencers, your store becomes a social hotspot and gains free viral promotion.

### 73 | IS CONTENT CREATION AND CAMPAIGN MANAGEMENT PART OF THE FRANCHISE SUPPORT?

Yes, FashionTV provides content, manages influencer tie-ups, and uses analytics to optimize your reach and engagement.

## 74 | HOW EFFECTIVE IS FTV'S GLOBAL DIGITAL FOOTPRINT?

FashionTV boasts 3M+ Facebook fans, 1M YouTube subscribers, 300K+ Instagram followers, and 15M+ monthly views across digital platforms.

## 75 | DOES ONLINE VISIBILITY DIRECTLY IMPACT FOOTFALL?

Yes, social buzz, influencer engagement, and geo-targeted digital campaigns significantly boost store visits and brand prestige.