

fAQ

INDEX

| | |
|--------------------------------|----|
| ABOUT F MADE TO MEASURE BY FTV | 01 |
| PHILOSOPHY & VISION | 03 |
| MARKET OPPORTUNITY | 05 |
| ABOUT FASHIONTV (FTV) | 07 |
| F FRANCHISE BY FTV | 09 |
| F RETAIL BY FTV | 11 |
| WHY F MADE TO MEASURE? | 13 |
| BRAND REACH | 15 |
| FRANCHISE BENEFITS | 17 |
| FRANCHISE SUPPORT | 19 |
| FRANCHISE LAUNCH SUPPORT | 21 |
| ELIGIBILITY & REQUIREMENTS | 23 |
| FRANCHISE FINANCIALS | 24 |

INDEX

| | |
|------------------------|----|
| PRODUCTS & SERVICES | 26 |
| USPs | 28 |
| SOCIAL MEDIA MARKETING | 30 |

ABOUT F MADE TO MEASURE BY FTV

01 | WHAT IS F MADE TO MEASURE BY FTV?

A luxury tailoring service by FashionTV that offers bespoke garments designed to reflect personal style and social standing.

02 | WHAT MAKES IT UNIQUE?

It combines global design trends with local sensibilities and delivers premium craftsmanship and exclusive tailoring.

03 | WHO IS THE TARGET AUDIENCE?

Fashion-forward individuals, influencers, and high-net-worth clients looking for customized luxury wear.

04 | WHAT KIND OF PRODUCTS ARE OFFERED?

Custom-made suits, dresses, wedding wear, sarees, and designer ensembles.

05 | WHERE IS IT AVAILABLE?

Currently expanding across Indian cities via a franchise model.

PHILOSOPHY & VISION

06 | WHAT IS THE VISION OF F MADE TO MEASURE BY FTV?

To build lasting relationships through luxury bespoke fashion tailored to individuality.

07 | WHAT IS THE MISSION?

To be India's top destination for tailored luxury fashion experiences.

08 | WHAT DOES THE BRAND AIM TO ACHIEVE?

To elevate fashion standards in India with glamorous and elegant apparel.

09 | DOES THE BRAND PROMOTE INDIVIDUALITY?

Absolutely. Each outfit is crafted to reflect the unique style and personality of the client.

10 | HOW DOES THE PHILOSOPHY GUIDE SERVICE?

Through personalized design consultations and elite customer experiences.

MARKET OPPORTUNITY

11 | HOW LARGE IS THE LUXURY APPAREL MARKET IN INDIA?

Valued at \$7.5B in 2025, projected to reach \$10.7B by 2033.

12 | WHAT ABOUT CUSTOM-MADE CLOTHING?

Expected to hit \$107.56B by 2029, growing at 10.5% CAGR.

13 | WHO DRIVES DEMAND?

Rising high-net-worth individuals and an affluent middle class.

14 | IS THIS A GROWING INDUSTRY?

Yes, both custom and luxury segments are rapidly expanding.

15 | IS THERE ROOM FOR NEW PLAYERS?

Definitely. Demand is outpacing supply, especially in Tier 2 and Tier 3 cities.

ABOUT FASHIONTV

16 | WHAT IS FASHIONTV?

The world's largest fashion and lifestyle TV channel with over 2 billion global viewers.

17 | WHERE IS IT BROADCASTED?

In 196 countries across 500+ million households.

18 | WHEN WAS IT FOUNDED?

FashionTV was established in 1997 and has been a fashion authority since.

19 | WHAT KIND OF CONTENT DOES IT AIR?

Global fashion shows, events, designer showcases, and lifestyle programming.

20 | HOW DOES FTV SUPPORT BRANDS?

Through its media power, digital presence, and influencer network.

F FRANCHISE BY FTV

21 | WHAT IS F FRANCHISE BY FTV?

A global franchise network across beauty, fashion, wellness, and lifestyle verticals.

22 | HOW MANY VERTICALS DOES IT INCLUDE?

Over 50 luxury franchise formats, including F Made to Measure.

23 | WHAT KIND OF SUPPORT IS OFFERED?

360° support covering recruitment, marketing, PR, and training.

24 | WHO SHOULD CONSIDER FRANCHISING WITH FTV?

Entrepreneurs passionate about luxury, fashion, and growth.

25 | WHAT ARE THE BENEFITS OF THE FRANCHISE?

Global exposure, elite positioning, and built-in brand recognition.

F RETAIL BY FTV

26 | WHAT IS F RETAIL BY FTV?

FTV's premium retail franchise vertical offering high-end fashion formats.

27 | WHAT FORMATS ARE INCLUDED?

F Multidesigner Stores By FTV and F Made to Measure By FTV.

28 | WHAT MAKES F RETAIL BY FTV SPECIAL?

Celebrity endorsements, global clientele, and luxurious shopping experiences.

29 | IS IT SCALABLE?

Yes, with multi-city/state and multi-format expansion options.

30 | IS THIS A NEW OPPORTUNITY IN INDIA?

Yes, early franchisees gain first-mover advantage.

WHY F MADE TO MEASURE BY FTV?

31 | WHY CHOOSE THIS FRANCHISE?

It offers a high-return business model with built-in global exposure and elite brand positioning. Franchisees gain access to a luxury clientele and 360° operational support.

32 | WHAT DIFFERENTIATES IT FROM OTHERS?

Backed by FashionTV, it blends bespoke craftsmanship with exclusive, diamond-inspired retail design. It stands apart through aspirational appeal, media presence, and international standards.

33 | WHO ARE THE CUSTOMERS?

The clientele includes high-net-worth individuals, influencers, fashion enthusiasts, and trendsetters. It's designed for those who value exclusivity, personalization, and premium experiences.

34 | WHAT'S THE BRAND POSITIONING?

F Made to Measure By FTV is positioned as a high-end, luxury tailoring destination. It caters to the elite with fashion-forward offerings and global style relevance.

35 | WHAT KIND OF VISIBILITY DOES IT OFFER?

Global brand recognition through FashionTV's media network and influencer outreach. Franchisees benefit from organic buzz, PR, and ongoing digital promotion.

BRAND REACH

36 | WHY CHOOSE FASHIONTV FOR A FRANCHISE?

It's backed by a powerful media network with 2B+ viewers and 30th year of brand equity.

37 | HOW DOES THE BRAND ENHANCE CUSTOMER ATTRACTION?

Through global exposure, celebrity association, influencer engagement, and social prestige.

38 | WHAT MEDIA PLATFORMS IS FTV PRESENT ON?

TV, OTT, YouTube, social media, satellite channels, and more.

39 | DOES IT PROVIDE ONGOING BRAND MARKETING?

Yes, with constant global content, events, and promotions integrated into the franchise.

FRANCHISE BENEFITS

40 | WHAT ARE THE MAIN ADVANTAGES OF OWNING THIS FRANCHISE?

Instant brand recognition, premium clientele, high ROI, and access to elite fashion circles.

41 | WILL I BE INVITED TO EXCLUSIVE EVENTS?

Yes, franchisees are included in VIP lists and fashion/lifestyle city events.

42 | HOW DOES IT HELP BUILD MY NETWORK?

You join a global luxury ecosystem, connecting with celebrities, designers, and entrepreneurs.

43 | WHAT ROLE DOES SOCIAL PRESTIGE PLAY?

It elevates your personal and business image, placing you among your city's elite.

FRANCHISE SUPPORT

44 | WHAT PRE-OPENING SUPPORT IS OFFERED?

From location selection to staff training and design layout.

45 | IS THERE MARKETING ASSISTANCE?

Yes, including digital marketing, PR, and local promotions.

46 | WHAT'S INCLUDED POST-LAUNCH?

Audits, loyalty programs, promotional events, and sales strategies.

47 | IS TRAINING PROVIDED?

Yes, extensive onboarding and operational training.

FRANCHISE LAUNCH SUPPORT

48 | WHAT SUPPORT IS PROVIDED DURING LAUNCH?

FTV offers strategic launch planning, PR campaigns, social media marketing, and event promotions.

49 | WILL MY STORE HAVE A LAUNCH EVENT?

Yes, FTV organizes a grand launch with celebrity/influencer presence to generate buzz and press.

50 | WHAT KIND OF POST-LAUNCH SUPPORT IS INCLUDED?

Support includes sales strategies, loyalty programs, promotional offers, and operational audits.

51 | WILL THERE BE MARKETING AFTER LAUNCH?

Absolutely, continuous digital promotions, influencer engagement, and campaign boosts are provided.

ELIGIBILITY & REQUIREMENTS

52 | WHAT LOCATION IS REQUIRED?

AAA prime location in your city.

53 | IS FASHION EXPERIENCE NEEDED?

Not mandatory but passion for fashion is essential.

54 | WHAT FINANCIAL STRENGTH IS REQUIRED?

Strong financial backing to cover investment and operations.

FRANCHISE FINANCIALS

55 | WHAT'S THE FRANCHISE FEE IN TIER 1 CITIES?

₹30,00,000 for 2500 sq ft.

56 | WHAT'S THE TOTAL INVESTMENT REQUIRED?

Total Investment will be around ₹1.5 cr.

57 | IS THE FEE LOWER FOR TIER 2/3 CITIES?

Yes, ₹25,00,000 for Tier 2 and ₹20,00,000 for Tier 3.

58 | WHAT ROI CAN BE EXPECTED?

High yearly returns across scalable formats.

PRODUCTS & SERVICES

59 | WHAT SERVICES ARE OFFERED?

Bespoke tailoring, dressmaking, and luxury weddingwear.

60 | ARE ALTERATIONS INCLUDED?

Yes, expert alterations and precision patterning are available.

61 | DO YOU OFFER TRADITIONAL CLOTHING?

Yes, customized Indian wear is available for upscale clientele.

62 | IS THE TAILORING TRULY BESPOKE?

Each garment is made to the client's exact measurements and preferences.

63 | CAN CUSTOMERS CO-CREATE DESIGNS?

Absolutely, through personalized design consultations.

USPs

64 | WHAT MAKES THE IN-STORE EXPERIENCE AT F MADE TO MEASURE BY FTV TRULY LUXURIOUS?

Stores feature 8K video walls, 3D fashion floors, and live FashionTV streams, creating an immersive, high-fashion environment that mirrors global fashion capitals.

65 | ARE CUSTOMERS EXPOSED TO GLOBAL FASHION TRENDS WHILE SHOPPING?

Yes, real-time fashion content from international runways, designer showcases, and FTV parties are broadcast in-store, offering clients a world-class fashion experience.

66 | WHAT EXCLUSIVE FASHIONTV PRODUCTS ARE AVAILABLE IN-STORE?

Clients can shop FTV's proprietary collection, including exclusive apparel, lingerie, art jewellery, and fashion accessories available only through FTV outlets.

67 | DO THESE BRANDED PRODUCTS COMPLEMENT THE TAILORING SERVICES?

Absolutely, FTV's branded merchandise enhances the luxury appeal and allows clients to style their bespoke outfits with curated, matching accessories.

68 | HOW DO IN-STORE EXPERIENCES AND PRODUCTS CONTRIBUTE TO THE BRAND IDENTITY?

Together, they establish the outlet as a premium lifestyle destination, offering not just fashion, but a high-end experiential retail journey aligned with global trends.

SOCIAL MEDIA MARKETING

69 | HOW DOES FTV SUPPORT FRANCHISEES WITH SOCIAL MEDIA MARKETING?

FTV provides full-scale digital marketing through its dedicated team, managing Instagram, Facebook, YouTube, and more to ensure global visibility for each outlet.

70 | WILL MY STORE BE ACTIVELY PROMOTED ON FTV'S DIGITAL CHANNELS?

Yes, your outlet, events, and campaigns will be regularly featured across FTV's powerful media ecosystem, driving aspirational appeal and reach.

71 | WHAT ROLE DOES USER-GENERATED CONTENT (UGC) PLAY IN STORE PROMOTION?

Over 300 user generated stories help build credibility, expands organic reach, and turns every store into a trending, share-worthy destination.

72 | DO THESE BRANDED PRODUCTS COMPLIMENT THE TAILORING SERVICES?

Absolutely, FTV's branded merchandise enhances the luxury appeal and allows clients to style their bespoke outfits with curated, matching accessories.

73 | HOW DO IN-STORE EXPERIENCES AND PRODUCTS CONTRIBUTE TO THE BRAND IDENTITY?

Together, they establish the outlet as a premium lifestyle destination, offering not just fashion, but a high-end, experiential retail journey aligned with global trends.