

f. Cafe By FTV

Sales kit ✦ 2026

About f·Cafe By FTV

FashionTV has consistently focused on delivering best-in-class luxury across every lifestyle vertical it enters. Extending this philosophy into premium dining, FashionTV introduced F Café by FTV, a refined café and diner concept inspired by global fashion and lifestyle trends.

Devoted to excellence, F Café by FTV offers a premium experience including:

- Elegant ambience reflecting FashionTV luxury aesthetics
- Premium coffee, beverages, and gourmet food offerings
- Fashion-forward, vibrant social atmosphere
- Comfortable seating layouts for extended dining
- FashionTV visual content and live fashion screenings
- Diamond-inspired interiors and décor
- An ideal destination for meetups, dining, and social gatherings



Philosophy



VISION

To establish India's most aspirational, fashion-forward, and globally admired café chain, redefining everyday through luxury, design excellence, and experiential storytelling.



MISSION

To elevate the café experience by offering thoughtfully curated menus, visually iconic interiors, and consistently superior service standards, all powered by FashionTV's globally influential fashion and lifestyle ecosystem.



AIM

To create a high-impact, scalable, and profitable nationwide network of F Café's outlets that dominate the premium café segment across metropolitan cities as well as emerging urban markets.

Cafe In India

Rapid market evolution:

India's café segment is shifting from pure food service to a lifestyle-driven industry.

Multi-purpose spaces:

Modern cafés act as social hubs, workspaces, and cultural meeting points.

Strong growth outlook:

The market is projected to exceed USD 15 billion by 2030, indicating sustained momentum.

Youth-led growth:

Expansion is powered by a large and growing millennial and Gen Z population.

Urban sophistication:

Rising urbanization and exposure to global trends are elevating expectations for design and service.

Social media influence:

Cafés function as Instagrammable spaces, driven by digital visibility and social validation.



What is Fashion TV



World's Largest Fashion & Lifestyle

Television Channel

2+ Billion Viewers Worldwide

196 Countries Presence

500+ Million Households

28 Years and Counting Since **1997**

01

A global franchise ecosystem by FashionTV, the world's largest fashion & lifestyle television channel in 196 countries..

02

World's Largest Franchise Bouquet, offers 50+ luxury franchise opportunities across Beauty, F&B, Wellness, Fitness, Fashion, Nightlife, Education & Retail.

03

Provides 360° franchise support from location selection, interiors, recruitment, training, PR, to digital marketing.

04

Connects entrepreneurs to FashionTV's global network of 2B+ viewers & 500M+ households, ensuring aspirational positioning.

05

Backed by 28 years of global fashion authority, making it one of the most prestigious and profitable luxury franchise models worldwide.

What is
f·Franchise by FTV



Experience-led vision:

Purposefully created to redefine modern, experiential hospitality concepts.



Scalable & trusted network:

Established as a reliable, aspirational, and scalable hospitality platform.



Immersive design:

Emphasis on aesthetics, ambience, and spatial storytelling.



Influencer-driven marketing:

Leverages influencer engagement and social media amplification.



Premium hospitality vertical:

F Hospitality by FTV is FashionTV's dedicated hospitality arm, focused on lifestyle-led dining and entertainment.



Curated offerings:

Blends premium food, beverages, and service experiences.

What is f. Hospitality by FTV

01

Globally inspired menus:

Offers internationally relevant food and beverage selections curated for modern urban consumers.

02

Fashion-led interiors:

Features fashion-inspired, high-design spaces aligned with global luxury aesthetics.

03

Powerful brand backing:

Supported by FashionTV's 30th Year of Global Leadership — Since 1997.

04

Instant brand advantage:

Delivers exceptional brand recall, immediate aspirational value, and strong consumer trust from day one.

05

Premium lifestyle concept:

F Café's by FTV is a sophisticated format built around lifestyle, fashion, and social engagement.

06

Core target audience:

Strong resonance with millennials, Gen Z, entrepreneurs, professionals, and creative communities.

What is
f·Cafe by FTV

FashionTV is a global symbol of luxury, aspiration, and elite lifestyle. Its live channels, international fashion shows, exclusive celebrity events, and luxury party coverage ensure continuous premium visibility across global markets.

Global Brand Amplification:

Achieve worldwide brand visibility through television coverage, omnichannel digital distribution, and print placements reaching millions of engaged viewers across international markets.

Elite Relationship Capital:

Unlock invitation-only access to an exclusive ecosystem of top-tier executives, cultural icons, and influential tastemakers..

Ultra-Luxury Market Penetration

Strategically position your brand in front of high-net-worth individuals with strong purchasing power.

Prestige Brand Alignment

Associate with a world-class platform recognized for sophistication, and social consciousness. Elevating brand credibility and trust.

Why
f·FashionTV

F Franchise by FTV offers an unmatched advantage by combining global brand recognition with a built-in, always-on marketing ecosystem. Franchise partners gain access to FashionTV's powerful digital platforms, influencer networks, celebrity associations, and cross-promotional opportunities across 50+ verticals.

Global Brand Amplification:

Achieve worldwide brand visibility through television coverage, omnichannel digital distribution, and print placements reaching millions of engaged viewers across international markets.

Scalable & Replicable Business Models

Designed for rapid expansion across cities, states, and formats with standardized systems and brand consistency.

End-to-End Franchise Support

Strategically position your brand in front of high-net-worth individuals with strong purchasing power.

Long-Term Brand Sustainability

30th Year of Global Leadership ensures stability, credibility, and enduring market relevance.

Why
f. Franchise by FTV



Visually iconic spaces:

Each outlet is aesthetically bold and design-forward, making it instantly recognizable and aspirational.



Strong footfall:

Pricing strategy ensures broad appeal and sustained customer flow.



Lifestyle-driven differentiation:

F Café by FTV redefines dining as an immersive lifestyle experience, not just a meal.



Social magnetism:

Created to be highly shareable and socially engaging, encouraging guests to linger and interact.



Commercial efficiency:

Delivers consistent profitability and strong unit economics.



Balanced positioning:

Successfully combines premium ambience with accessible pricing.

Why
f·Cafe by FTV



Heritage-driven excellence:

Leverages FashionTV's enduring credibility in luxury, hospitality, and aspirational living.



Design-led environments:

Each outlet seamlessly blends high-fashion aesthetics with refined hospitality design.



Strong brand pull:

Benefits from powerful global recognition and aspirational brand equity.



Franchise partner advantage:

Positioned as a preferred choice for discerning consumers and visionary franchise partners alike.



Global F&B network:

F Hospitality by FTV is a world-class food and beverage platform built on FashionTV's legacy of luxury and lifestyle leadership.



Affluent target audience:

Designed for a lifestyle-driven, premium clientele seeking exclusivity and sophistication.

f·Hospitality by FTV *Why*



Investing in F Café by FTV means partnering with a globally respected brand that offers a high-return, scalable, and future-ready business model. With comprehensive 360-degree support. Multiple revenue streams, including dine-in experiences, private events, and branded merchandise, further enhance profitability and long-term value creation.

Comprehensive 360° Franchise Support

Designed for rapid expansion across cities, states, and formats with standardized systems and brand consistency.

Strong Organic Marketing & Social Buzz

Visually striking interiors, and influencer footfall transform every outlet into a social media magnet with continuous user-generated content, and authentic word-of-mouth promotion with minimal marketing spend.

Global Media & Brand Backing

The franchise is powered by FashionTV's expansive global media ecosystem, and digital networks, delivering constant visibility and aspirational brand reinforcement.

High-Return Business Model

Achieve worldwide brand visibility through television coverage, omnichannel digital distribution, and print placements reaching millions of engaged viewers across international markets.

Access to a Premium, Lifestyle-Driven Clientele

Positioned as a preferred social destination for professionals, entrepreneurs, creators, and fashion-forward audiences.

Why invest in
f·Cafe by FTV



24/7 broadcasting:

Delivers round-the-clock programming across all channels.

Fresh weekly programming:

Produces 100+ hours of new, premium content every week.

Extensive platform reach:

Distributed via 250+ global cable and satellite platforms.

App traction:

FashionTV app has 500K subscribers with 35K monthly installations.

Ultra-high-definition content:

Broadcasts in advanced UHD 4K and 8K formats, reinforcing a premium viewing experience.

Strong digital ecosystem:

Accessible through OTT platforms and the FashionTV app.

Multi-channel network:

FashionTV operates 12 dedicated fashion and lifestyle channels worldwide.

Our
Global Reach

01

High-return opportunity:

Owning an F Café by FTV franchise offers a strong blend of financial upside and long-term business sustainability.

02

Instant brand credibility:

Association with the world's largest fashion and lifestyle television network delivers immediate trust, visibility, and authority.

03

Elevated social positioning:

The brand naturally confers prestige and elite social status to its franchise owners.

04

Access to elite ecosystem:

Franchise partners gain privileged entry into FashionTV's exclusive lifestyle network.

05

Beyond commercial returns:

Delivers prestige, influence, and brand-driven leverage, not just profits.

06

City-level leadership:

Establishes owners as recognized figures in their city's premium dining and social scene.

Franchise
Benefits

Strategic location analysis:

Assistance with site evaluation and approval to secure high-visibility, high-footfall locations.

Exclusive proprietary products:

Supply of FashionTV-owned and branded products, enhancing differentiation.

Curated vendor ecosystem:

Access to approved vendors and trusted supplier partnerships.

Day-one readiness:

Ensures operational efficiency, brand consistency, and a refined customer experience from launch.

Signature luxury interiors:

Implementation of FashionTV's diamond-inspired interior design, ensuring instant brand recognition.

Staff recruitment support:

Structured guidance for hiring and team building.

End-to-end pre-opening support:

FashionTV offers deeply integrated, structured launch support for every F Café by FTV outlet.

360° Partnership Support Pre-Opening



Social media amplification:

Aggressive digital and social media marketing to generate buzz and awareness.



Ongoing post-opening support:

Continuous focus on growth, stability, and scalability after launch.



Ecosystem cross-marketing:

Leverages FashionTV's broader media and brand ecosystem to amplify reach and recall.



Operational audits:

Regular performance and compliance reviews to maintain standards and efficiency.



Strategic PR campaigns:

Well-timed public relations initiatives to build credibility and excitement.



Sales growth strategies:

Implementation of structured sales and revenue optimization plans.



High-impact launch planning:

Each opening is strategically planned and professionally executed for maximum visibility.

360° Partnership Support Pre-Opening



Partner profile focus:

F Café by FTV seeks strategic, financially strong, and passion-driven franchise partners.



Brand alignment:

Site selection should align with FashionTV’s luxury and lifestyle positioning.



Long-term growth mindset:

Ability to sustain scalable expansion and future growth.



Cultural alignment:

Willingness to embrace FashionTV’s global ethos and standards.



Prime location requirement:

A AAA-grade, high-visibility location is essential.



Strong financial capability:

Partners must have solid capital backing to support world-class execution.



Industry passion:

A genuine interest in food, beverage, and lifestyle businesses is critical.



City-level influence:

Aim to establish a prestigious, recognizable, and influential business presence within their city.



Premium footfall:

Locations must deliver strong, consistent, and quality customer traffic.



Operational stability:

Financial strength ensures smooth operations and resilience.



Luxury brand aspiration:

Partners should aspire to build and own a premium, fashion-led brand.

Franchise
Basic Requirements

Curated dining philosophy:

The menu is thoughtfully designed to balance refinement with versatility for lifestyle-driven consumers.



Elegant light bites:

Includes a range of refined snacks and gourmet bar bites.



Globally inspired cuisine:

Menus reflect international café and trends.

Signature beverages:

Showcases distinctive drinks and artfully crafted mocktails.



Exclusive proprietary offerings:

Incorporates FashionTV-exclusive beverages for strong brand differentiation.



Additional revenue streams:

Proprietary drinks enhance average ticket size and margins.

Cafe
Menu

Immersive lifestyle environment:

F Café by FTV delivers a visually rich and sensorially engaging café experience.

Continuous visual storytelling:

Features non-stop FashionTV screenings throughout the outlet.

Live global streaming:

Streams live FashionTV channels and curated global fashion content.

Celebrity-endorsed content:

Displays celebrity-backed promotions to heighten aspirational value.

Always connected to fashion:

Every visit feels immersed in the global fashion ecosystem.

Beyond a café:

Reinforces the brand as a complete lifestyle destination, not a conventional dining space.

USP_s

Extended brand experience:

F Café by FTV goes beyond dining with exclusive FashionTV-branded beverages and lifestyle merchandise.



Signature beverage portfolio:

Includes FashionTV signature coffee blends crafted for premium appeal.



Premium drink offerings:

Features high-quality energy drinks and elegantly packaged bottled water.

Luxury brand alignment:

All proprietary beverages reflect FashionTV's global luxury positioning.



Enhanced brand recall:

Proprietary products strengthen top-of-mind awareness and loyalty.



High-margin revenue streams:

Branded products generate additional, scalable profit centers.

FashionTV
Proprietary Products

Signature interior identity:

Defined by FashionTV’s iconic diamond-inspired ✨ ceilings and wall designs.

Instant brand recognition:

Creates a visually striking and globally ✨ recognizable environment.

Custom-designed furniture:

Includes FashionTV-branded upholstery, tables, and seating.

Cohesive brand language:

Every design element follows a consistent ✨ FashionTV visual identity.

Immersive guest experience:

Delivers a seamless, cohesive, and memorable lifestyle environment across all touchpoints.

Design & Serving
Elements

Dynamic lifestyle venue:

Transforms the outlet into a live fashion, lifestyle, and social destination.



Designer showcase platform:

Hosts curated showcases for local and emerging designers.



Experiential brand promotions:

Enables immersive beverage, product, and lifestyle activations.

High-impact events:

Supports launches and curated lifestyle & fashion events.



Cultural hub positioning:

Establishes each outlet as a creative and cultural hotspot within its city.

Special Events &
Fashion Show

FashionTV’s powerful digital ecosystem ensures continuous engagement across all major social media platforms, driving organic reach, high engagement rates, and strong brand storytelling that directly benefits every franchise outlet.

Dedicated brand presence across:

Instagram ✦ Pinterest

Facebook ✦ Snapchat

Twitter (X) ✦ YouTube

LinkedIn



Social Media &
Digital Presence



High UGC volume:

Generates 300+ user-generated social media stories daily across platforms.

Organic brand amplification:

Creates continuous organic visibility without forced promotion.

Strong digital magnetism:

F Café by FTV is powered by FashionTV's global brand appeal and high guest engagement.

Active guest participation:

Guests frequently post, tag, check in, and share their experiences.

Built-in social sharing:

Every outlet naturally becomes a social media hotspot.

Sustained brand recall:

Regular digital exposure strengthens top-of-mind awareness.

Social Engagement Statistics

FashionTV’s digital platforms consistently generate millions of monthly impressions, views, and engagements across social and video platforms, ensuring the brand remains culturally relevant, highly visible, and top-of-mind among premium audiences.

3+ million Facebook fans ✧ 500K average monthly website visits ✧ 1.5 million monthly website impressions ✧ 1 million YouTube subscribers

15 million average monthly YouTube views ✧ 500K monthly DailyMotion views ✧ 300K+ Instagram followers with strong organic reach

New Media
Statistics



Facebook Local ADs



GPS-based ADs



Facebook ad campaigns



Google ad campaigns



Instagram ADs



SEM and SEO marketing



YouTube promotions and video boosts

Sponsored Local
Marketing Listing

INVITATION

FashionTV invites visionary, ambitious, and lifestyle-driven entrepreneurs to partner in building India's most fashionable café brand. If FashionTV's global prestige, luxury positioning, and proven franchise ecosystem align with your aspirations, we look forward to exploring this opportunity together.

 fashiontv

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