



**f·CLUB**  
By fashiontv

SALES KIT2026

**FashionTV** always sets its eyes on achieving the **best in class luxury**, no matter which field it is.

Fuelled by this determination, FashionTV launched F Club by FTV to bestow an **unforeseen, grand nightlife experience** to people across the world.

F Club by FTV is a fashionable leisure place to unwind, relax, and socialize with new people. F Club by FTV is a grand night club, spangled with luxury.



# ABC OF FASHION

Devoted to luxury, **F Club by FTV** bestows a lavish experience including

- Grand Ambience which OOZES Luxury
- A Variety of BRANDED DRINKS & Savoury Appetizers
- GLITZY Party Vibes
- Wide DANCE FLOORS
- GROOVY Live Music by Talented DJs
- Aesthetic INTERIORS
- A Perfect Place for MEETUPS, DRINKS & DANCE

# PHILO SOPHY



## VISION

To be the **ultimate getaway** that the patrons crave for, from the house of the World's Largest Fashion & Lifestyle Television Channel.



## MISSION

To create an **unparalleled nightlife experience** and to be the most sought after destination to party.



## AIM

To create India's most influential and fashionable club brand which **sets the benchmark** for the rest of the industry.

# CLUBS

India is witnessing a growth in numbers of bars and night clubs owing to

Clubs, bars and luxury dining collectively account for approximately 12-13% of India's food service industry, and this segment is projected to grow at a 8% CAGR through 2028.

Indians are shifting to an ultra-modern lifestyle and they are always looking for TOP CLASS night clubs. The nightlife industry in India is one of the largest REVENUE GENERATORS in the service sector.

↓ The rising IT and BPO industry in India

↓ Change and upgradation in lifestyle

↓ Rising disposable income in the hands of the younger generation

↓ Increased exposure to the global culture

# WHAT IS FASHION



**World's Largest** Fashion & Lifestyle Television Channel

**2+ Billion** Viewers Worldwide

**196 Countries** Presence

**500+ Million** Households

**30th Year** Counting Since 1997

# WHAT IS f·FRANCHISE

*By* **FTV**

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

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

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

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

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

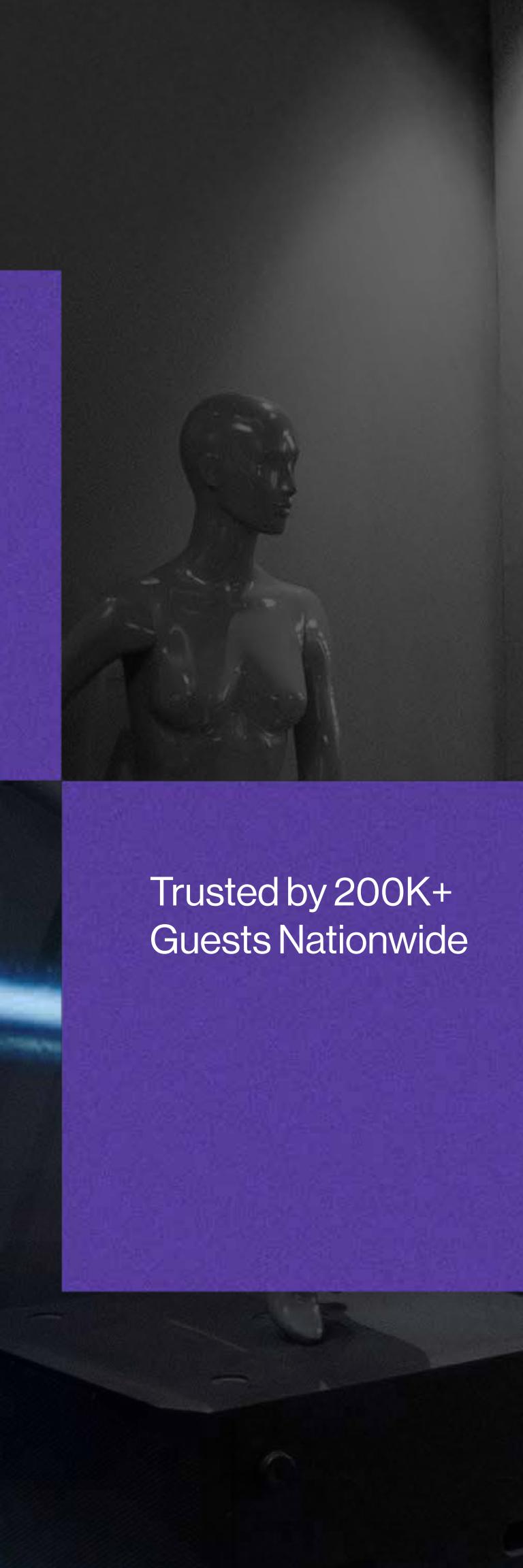
# WHAT IS f·HOSPITALITY

*By* **FTV**

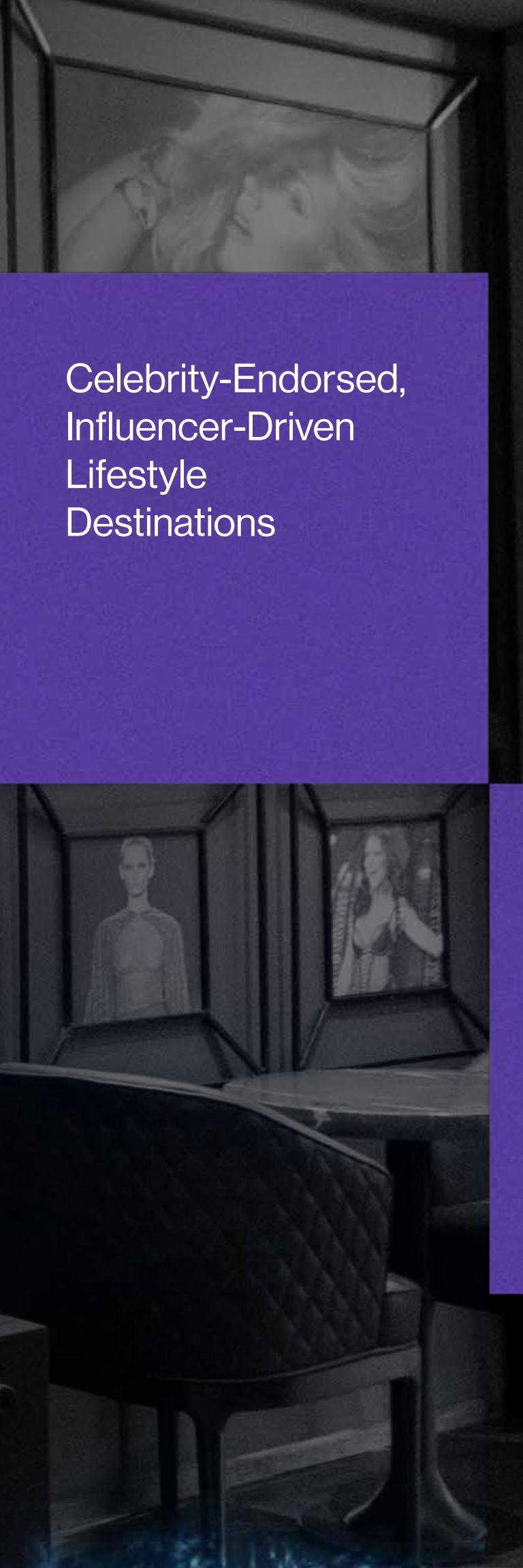
Premium franchise options across the hospitality industry (Cafe, Bar, Lounge, Club)



20+ F&B Outlets in India and 30+ in the making



Trusted by 200K+ Guests Nationwide



Celebrity-Endorsed, Influencer-Driven Lifestyle Destinations



Highly Scalable Franchise Model with Multi-City/State & Multi-Format Expansion Plan

# WHAT IS f·CLUB *By* **FTV**

A world-renowned luxury club brand with over 20 years of legacy

Backed by FashionTV – the World's Largest Fashion & Lifestyle Television Channel

Premier Luxury Club Destination – Positioned with global fashion aura and elite brand identity

Exquisite FTV Diamond-Inspired Interiors, crafted to deliver the unmistakable FTV elegance

360° Luxury Brand Experience – Premium mixology, electrifying music, world-class events and an unforgettable ambiance

# WHY FASHIONTV

- Backed with the Most Viewed, Proven & Stable High-end Luxury Fashion & Lifestyle Television Channel
- FashionTV / FTV is truly an Authority in Fashion
- Live FashionTV channel with FashionTV shows from across the globe
- Promotional videos of FashionTV parties from across the globe
- Special promotional events and exclusive fashion shows

# WHY f·FRANCHISE *By* **FTV**

Unmatched Brand Recall – FashionTV is a globally recognized luxury authority, instantly elevating the credibility of any business.

Built-in Marketing Power – Access to FashionTV's media ecosystem ensures constant visibility through digital, events & social media.

Celebrity & Influencer Connect – FTV franchises get exclusive association with models, influencers & luxury events, boosting aspirational appeal.

Cross-Promotion Advantage – Franchisees benefit from FashionTV's synergy across 50+ verticals (beauty, fitness, fashion, nightlife, education, retail).

High Aspirational Value – Owning an FTV franchise places you among the elite circles of fashion & lifestyle, giving social prestige beyond business returns.

# WHY f·HOSPITALITY *By* **FTV**

A global F&B network  
powered by FTV's  
heritage in luxury,  
hospitality, and  
lifestyle

Every space fuses  
fashion and hospitality  
with FTV's signature  
luxury

Designed for  
premium clientele  
who value exclusivity  
and top-tier quality

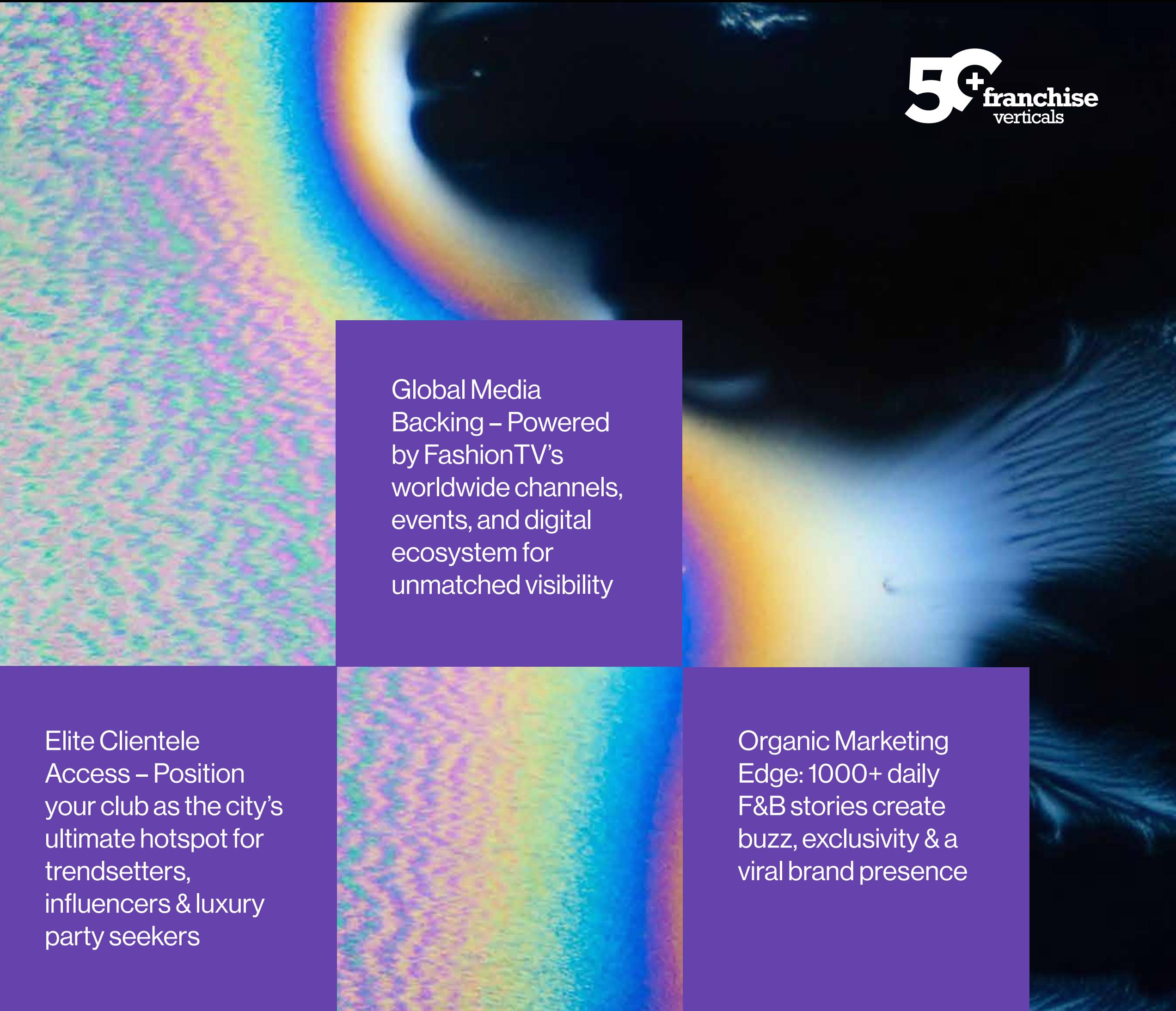
Expert-curated  
services delivering  
premium café, diner,  
bar, lounge & club  
experiences

Strong brand  
recognition as part  
of FashionTV's  
global network

# WHY f·CLUB *By* **FTV**

360° Franchise Support – Comprehensive guidance across location, interiors, recruitment, training, PR & marketing

High-Return Model – Achieve up to 90% yearly ROI through scalable club & nightlife formats





# OUR REACH

- 12 Channels  
24/7 dedicated to  
Fashion & Lifestyle
- UHD 4K and 8K  
24 hours channels
- Available on leading  
OTT platforms all  
over the world
- Available on 250 Global  
Cable Satellites
- 100+ HOURS of new  
fashion and lifestyle  
content every week
- Viewed on 10 MILLION  
Public TV Sets
- FashionTV App gets 500  
subscribers & 35K installation  
per Month

# FRANCHISE BENEFITS

- ↓ Association with the World's Largest Fashion & Lifestyle Television Channel
- ↓ Great Business Opportunity with Greater Returns
- ↓ Develop a huge fruitful circle of a business network
- ↓ Become a leader in fashion and lifestyle in your city
- ↓ Get to be the next VIP jet setter
- ↓ Be on the VIP list of every Invitee List of your City Events
- ↓ Become the respected player in your city fashion industry
- ↓ Be seen and surrounded with the who's who of your City
- ↓ Meet the most beautiful and fashionable people
- ↓ Use the FTV visiting card as your power currency



# 360° PARTNERSHIP SUPPORT

01

## PRE OPENING SUPPORT

1. Location analysis and approval.
2. Architect, Designs, Layout, etc.
3. Diamond Inspired Designs
4. Staff Recruitment.
5. FashionTV Proprietary Products Supply.
6. Other Products and Vendor Tie-ups.
7. Strategic Planning.
8. Staff extensive training and execution.
9. FashionTV Billing & Security Platform.



02

## LAUNCH SUPPORT

1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. Promotions.
4. Cross Marketing.



03

## POST OPENING SUPPORT

1. Sales Incremental Strategies.
2. Audits.
3. Promotional Offers.
4. FashionTV Loyalty Membership programs.
5. Google and Website Listing.

# FRANCHISE BASIC REQUIREMENTS

- AAA Location  
F Club by FTV should be located in a prime location of the city.
- Industry Attraction  
All franchisees must-have attraction and liking towards the desired industry with a zeal to learn, explore, and strive to succeed.
- Strong Financial Backings  
All franchisees must be able to show strong financial backings to ensure the success of the business.
- Aspiration to Grow  
Strong Desire to be more Rich, Famous & Successful.

# CLUB MENU

Casual dining

Bar bites

Signature cocktails

Classic cocktails

World class shooters & shots

Premium international spirits

Signature cocktails

Selected range of premium - IMF

Curated range of signature mocktails

# USPs

- 8K Video Wall Fashion Shows and VJ
- Projections of FashionTV shows by Top Designers.
- 3D FashionTV “Floor” stunning luxury fashion animations.
- Live FashionTV Channel with FashionTV shows from across the globe.
- A continuous flow of live FashionTV from various fashion hubs.
- Promotional Videos of FashionTV parties from across the globe.
- Promotional content through celebrities endorsing the brand from across the globe.

→ **USPs**

FashionTV

# PROPRIETARY PRODUCTS



Beer Mugs



Vodka



Water



Champagne



Bubbly Wine

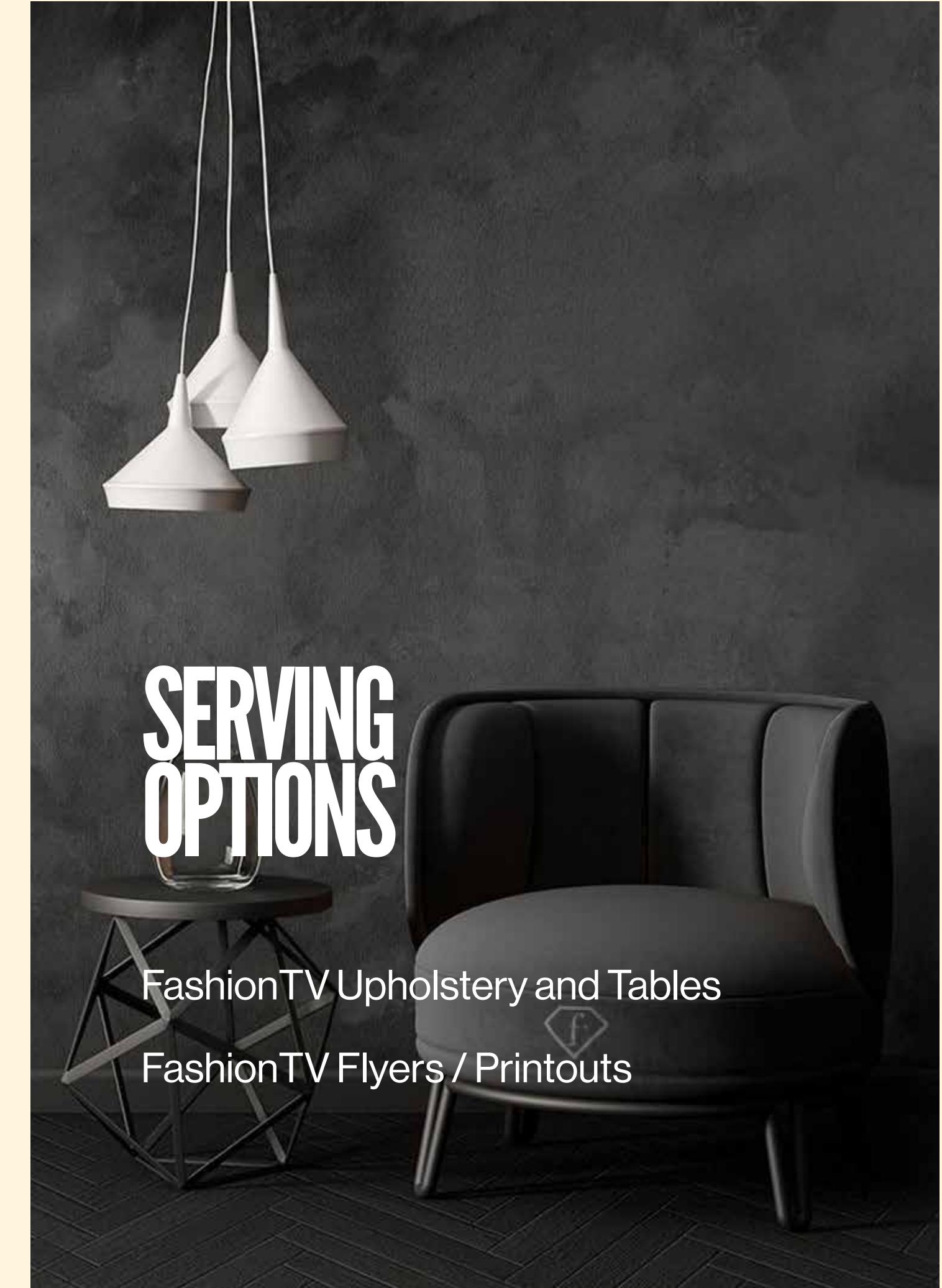
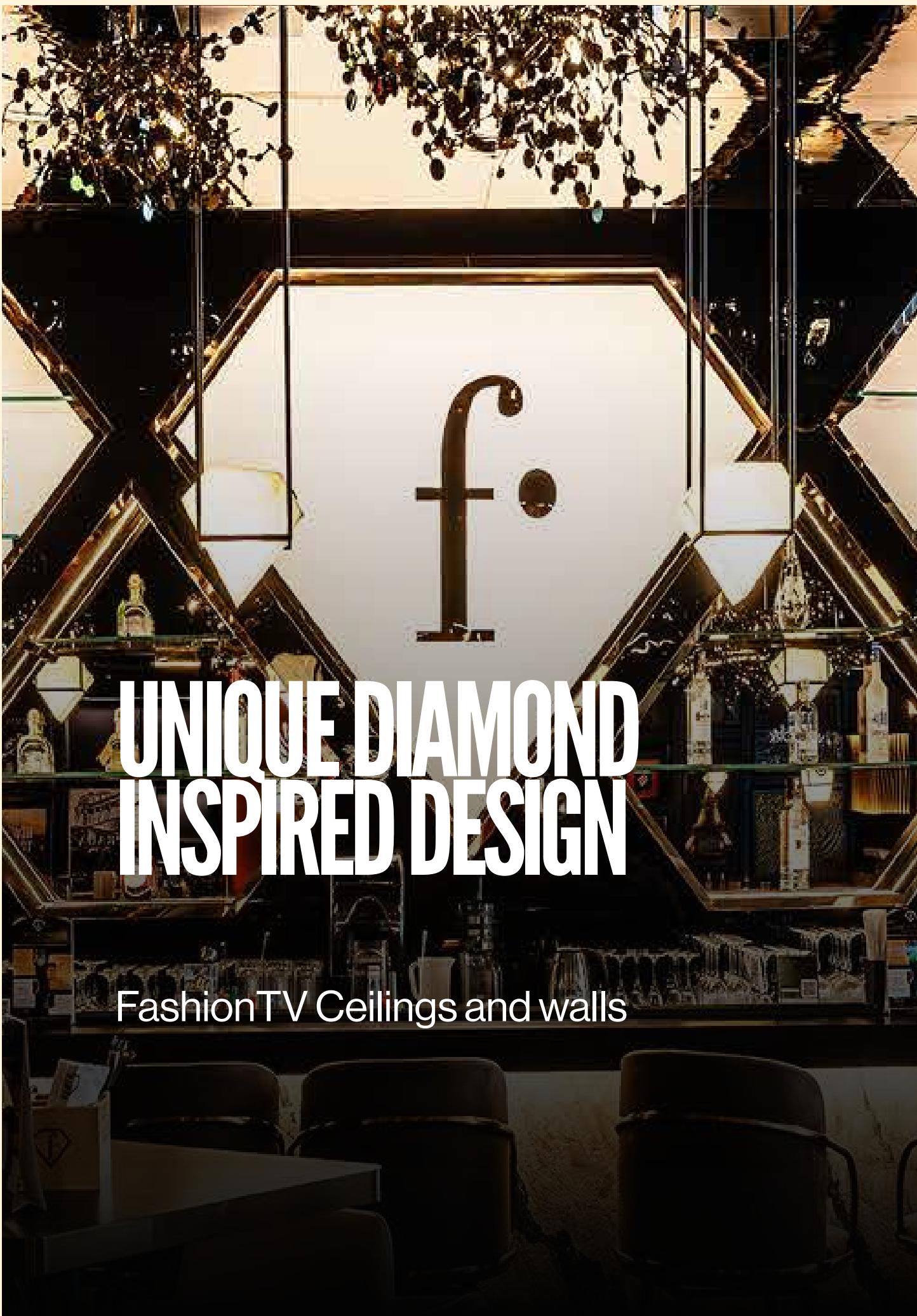
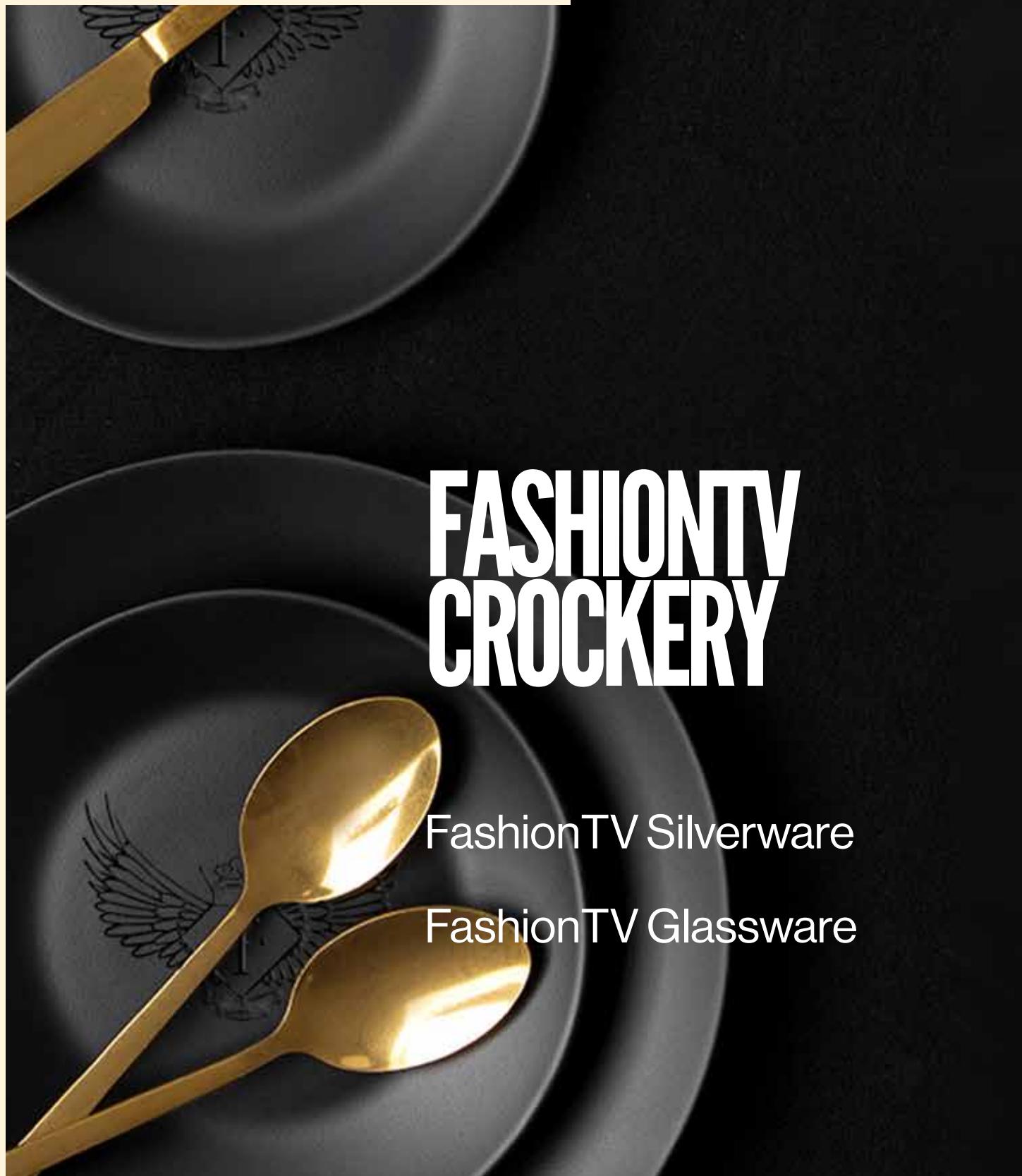


Energy Drinks



Frames

FTV branded Merchandise



→ **USPs**

# SPECIAL EVENTS *And* FASHION SHOWS

A **fashion runway** is always placed in every luxury FashionTV Franchise vertical for:

Local designer fashion shows

F – Beverages promotional shows

Special Events other products promotional shows



# SOCIAL MEDIA MARKETING ENGAGEMENTS

User generated content through over **300 stories** per day

Thanks to FashionTV's massive brand appeal and our guests' love for posting, sharing, checking in, and tagging, every F Club by FTV becomes a social media hotspot, each engagement activity a powerful, free word-of-mouth advertisement!

# NEW MEDIA

FashionTV's legacy and royal audiences have helped us reach:

# STATISTICS

3+ Million fans on Facebook

Average of 500K monthly website visits

Average of 1.5 Million monthly website impressions

1 Million subscribers on YouTube

Average of 15 Million monthly views on YouTube

Average of 500K monthly views on Daily Motion

300K+ followers 125k organic reach per month on Instagram

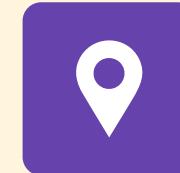
# SPONSORED LOCAL LISTING



Facebook Local



Google Local



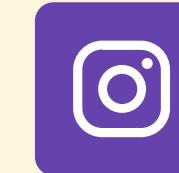
GPS Based ADs



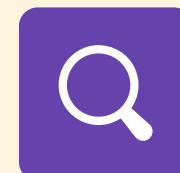
Facebook Ad Campaigns



Google Ad Campaigns



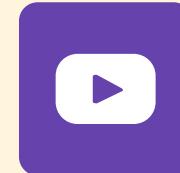
Instagram Ads



SEM & SEO Marketing



Analytics and Reports



Youtube Promotions & Video Boost

# NEW PARTNERSHIP OPPORTUNITY

FashionTV / FTV is looking to partner with sound well-settled business-minded and experienced persons like you. We also expect our POTENTIAL partners to have knowledge of international fashion and lifestyle mind-sets.

If you find FashionTV's brand facts, requirements, and support exciting, we'd love to connect. For more details and discussions, feel free to call, message, or email us.