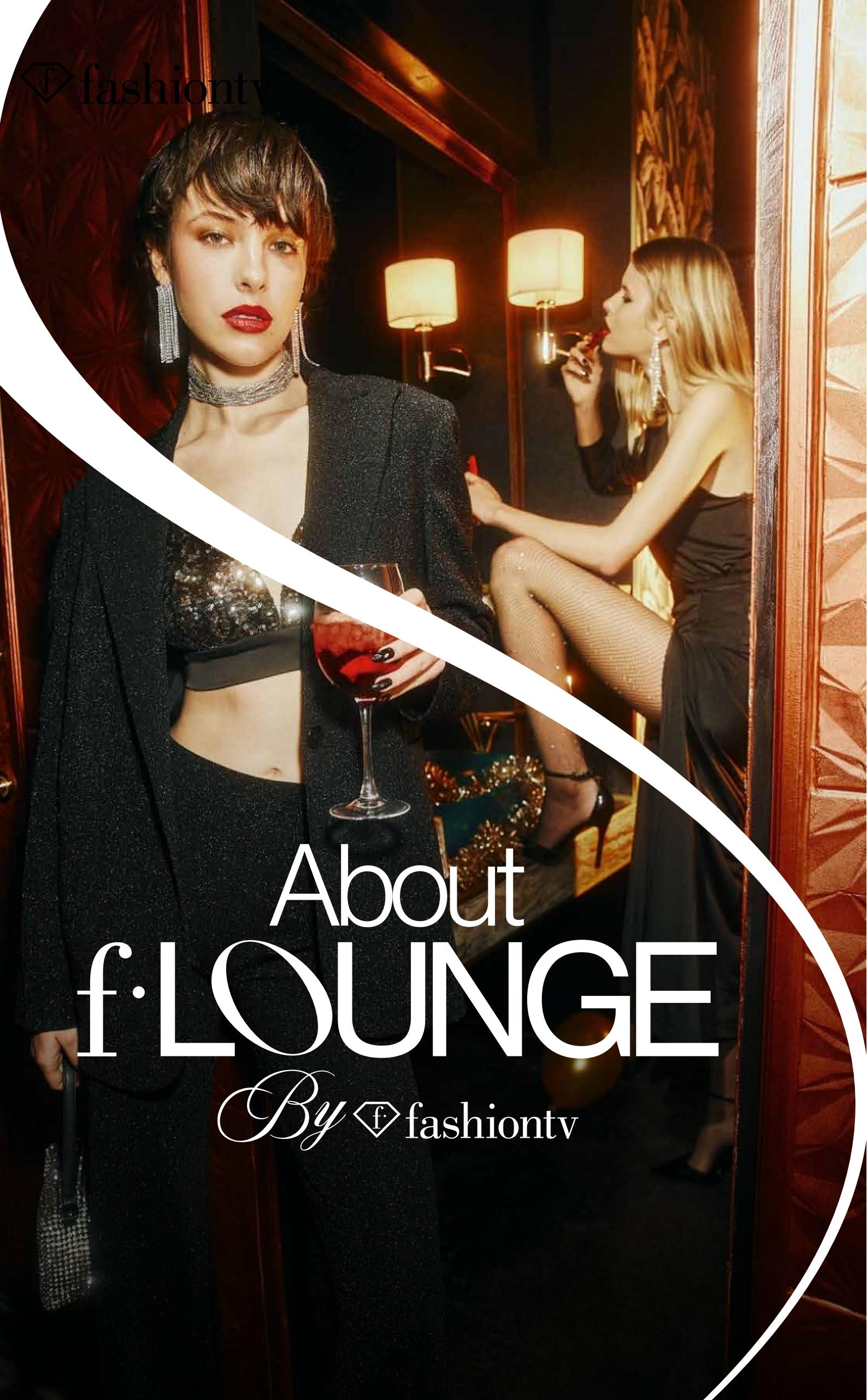


f.LOUNGE

By ◊f fashiontv

2 0 2 6 S A L E S K I T

eserved.



About f·LOUNGE

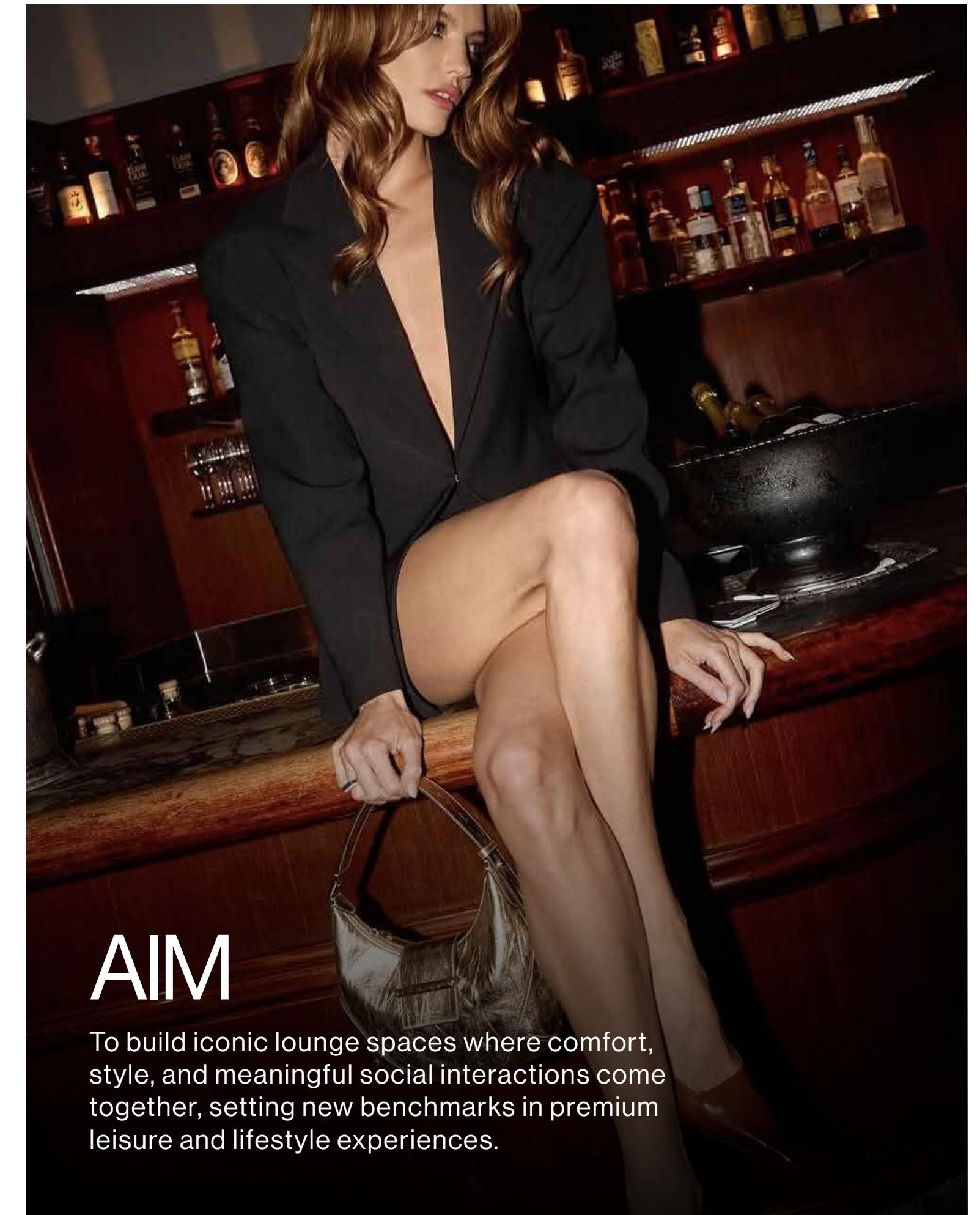
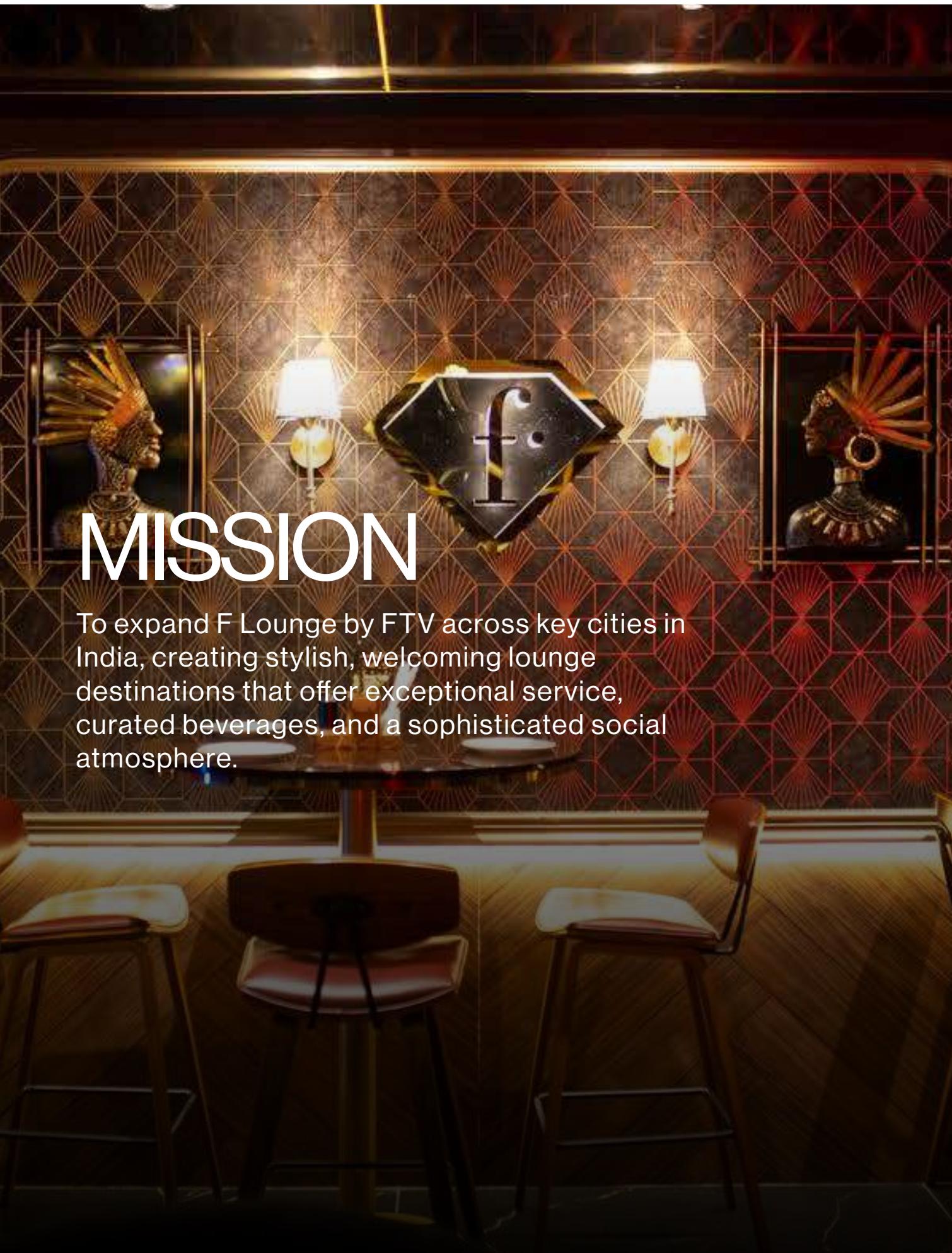
By fashiontv

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- Curated lounge experiences inspired by **international hospitality and lifestyle standards**.
- Signature beverages and carefully **selected gourmet accompaniments designed** for relaxed social settings.
- Stylish, **fashion-forward interiors** reflecting FashionTV's **global brand** aesthetics and luxury positioning.
- High standards of service, comfort, and **operational excellence to ensure** a premium guest experience.
- A modern luxury lounge destination where **style, ambiance, and social culture blend seamlessly**.

VISION

To become India's leading luxury lounge brand, known for refined social experiences, elegant ambience, and world-class hospitality inspired by global lifestyle standards.





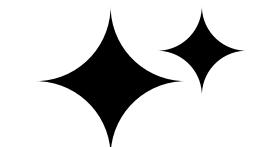
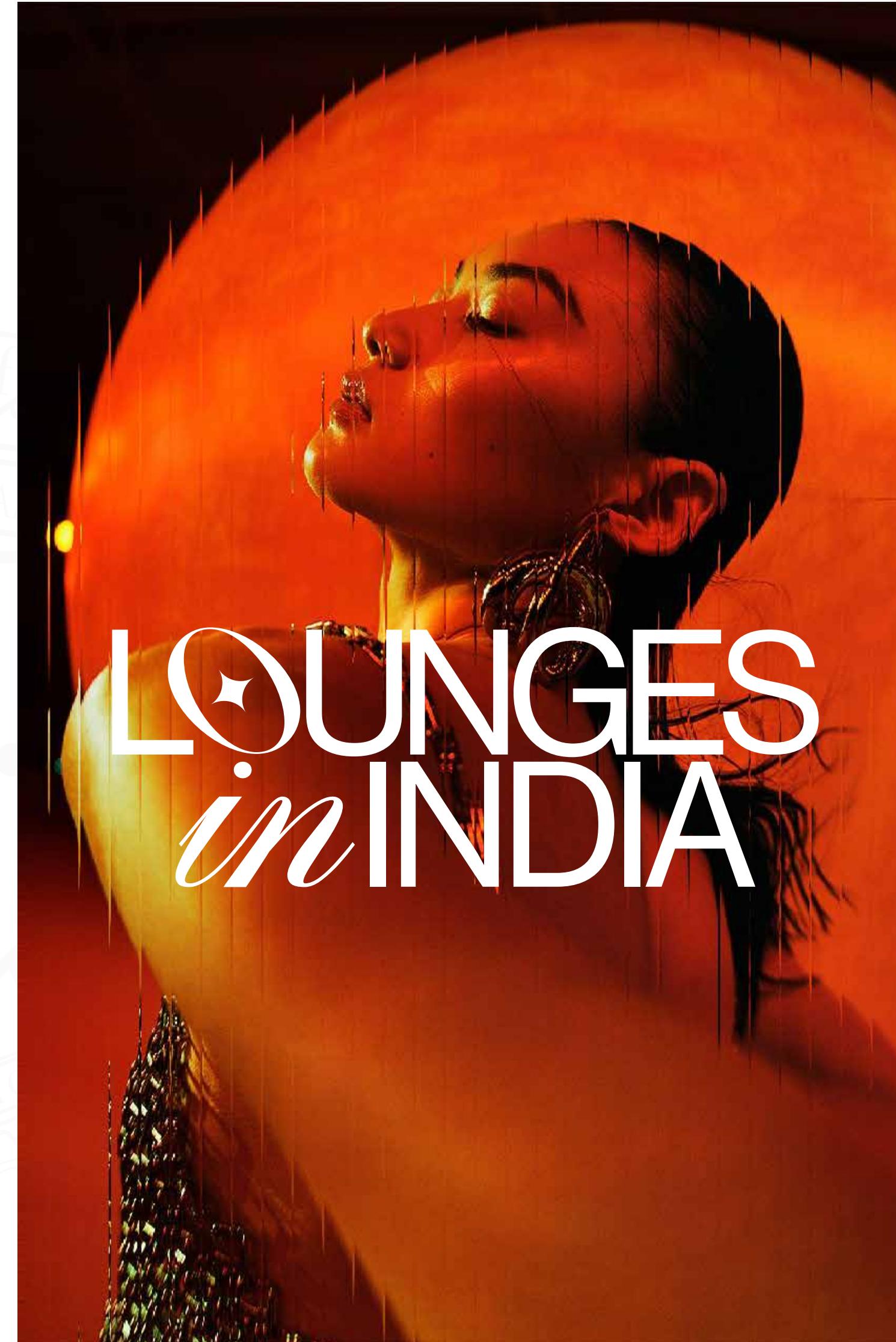
Market Value

India's organised bars, lounges, and nightlife market is valued at approximately **USD 5–6 billion in 2025 and is projected to grow to USD 9–10 billion by 2033**, driven by rising urban lifestyles, premium spending, and experiential dining trends.



Growing Outlet Base:

India has **10,000+ organised** bars and lounges, with strong expansion across metro cities, tier-1 markets, and fast-growing tier-2 cities.



Premium & Lounge Segment:

The premium lounge and high-end hospitality segment is expected to **grow at a CAGR of 8–10% from 2026 onwards**, supported by increasing demand for **curated social spaces and luxury leisure experiences**.



Lifestyle & Social Trends:

With higher disposable incomes, a young working population, and growing exposure to global **social culture, demand for stylish lounges, experiential hospitality, and premium lifestyle destinations** continues to rise, making lounges a high-growth segment within the F&B industry.

01

World's Largest Fashion & Lifestyle Television Channel, setting global benchmarks in luxury, fashion, and lifestyle content

03

Presence in **196 Countries**, making FashionTV a truly **global media and lifestyle authority**

05

Three Decades of Global Fashion Leadership, delivering consistent influence **since 1997**



02

2+ Billion Viewers Worldwide, reaching a highly aspirational and premium audience base

04

Available in **500+ Million Households**, across **television, digital, and OTT platforms**



A global franchise ecosystem by **FashionTV, the world's largest fashion and lifestyle television channel** with presence across 196 countries.

The world's largest luxury franchise bouquet, offering **50+ franchise opportunities across Beauty, F&B, Wellness, Fitness, Fashion, Nightlife, Education, and Retail.**

Comprehensive **360° franchise support**, covering location selection, interior design, recruitment, training, PR, and digital marketing.

What is f·franchise

By 

Direct access to FashionTV's global audience of **2B+ viewers and 500M+ households**, ensuring strong aspirational branding and visibility.

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



01

Premium franchise opportunities across the hospitality sector, including **Cafés, Bars, Lounges, and Clubs**

03

Trusted by **200,000+ guests nationwide**, reflecting strong brand acceptance and repeat patronage

05

A highly scalable franchise model designed for **multi-city, multi-state, and multi-format expansion**

02

20+ operational F&B outlets in India, with **30+** additional locations under development

04

Celebrity-endorsed and influencer-driven lifestyle destinations, **enhancing aspirational appeal and visibility**

01

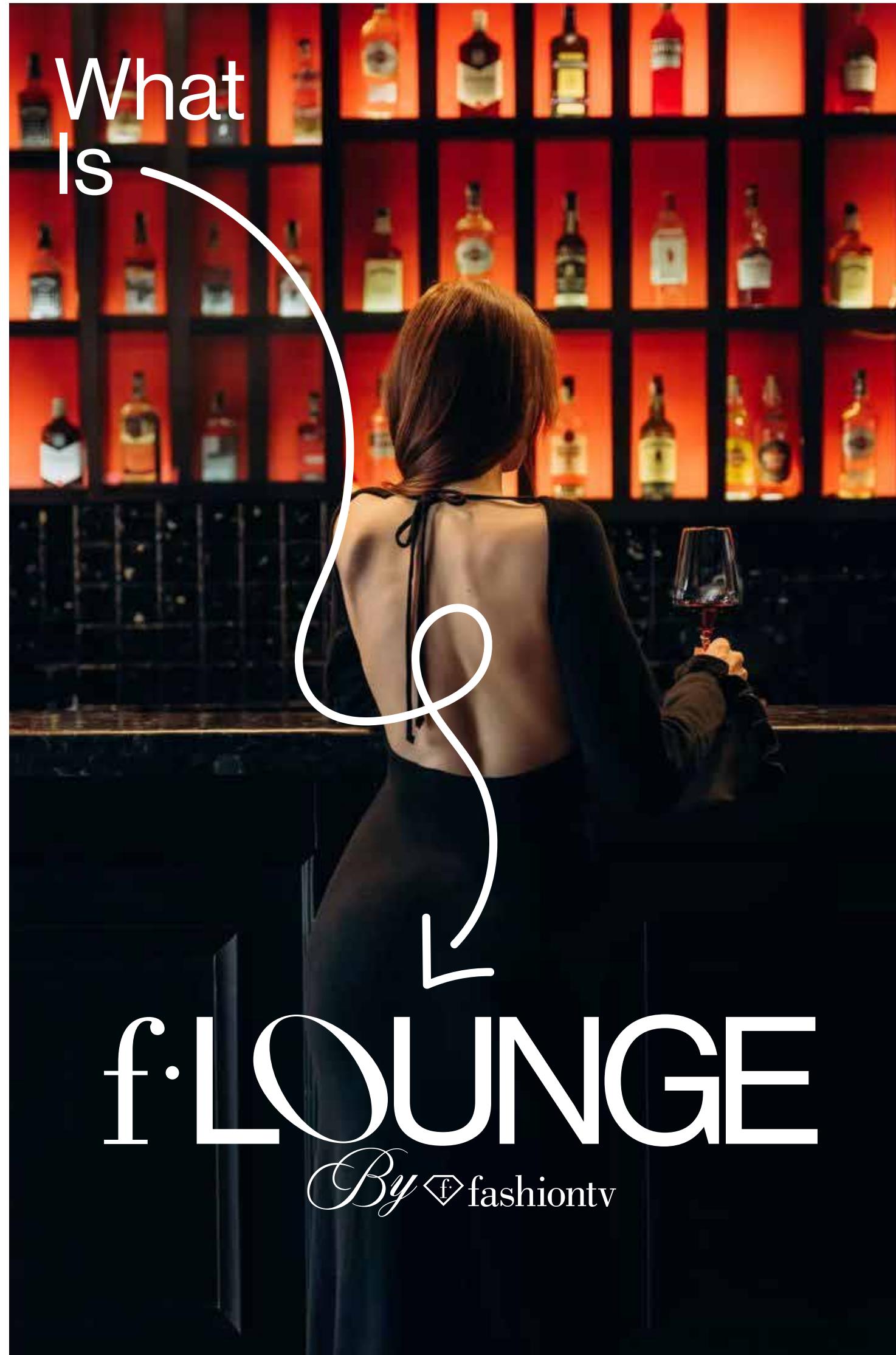
A premium lifestyle lounge vertical
by **FashionTV**, the world's largest
fashion and lifestyle television channel
with presence in 196 countries

03

Designed with fashion-forward,
diamond-inspired interiors and
exclusive FTV branding, ensuring a
distinctive and aspirational ambience

05

Backed by **Three Decades of**
FashionTV's global fashion and lifestyle
legacy, delivering strong brand trust,
recognition, and aspirational value



02

Offers **curated lounge experiences**
with signature beverages, light gourmet
selections, and refined hospitality
standards

04

Positioned as a **luxury social**
destination, suitable for premium
standalone locations, hotels, resorts, and
mixed-use developments



01

Backed by the **world's most viewed and trusted luxury fashion & lifestyle television network**

02

FashionTV is a **global authority** in fashion, luxury, and aspirational living

03

Live FashionTV channel showcasing international fashion weeks, lifestyle shows, and luxury experiences

04

Global coverage of FashionTV parties, lounges, and high-profile social events

05

Exclusive promotional events and fashion-led activations **across the world**



franchise

By 

01

Instant Brand Elevation –
FashionTV's global recognition
immediately enhances lounge
credibility

02

Built-in Global Marketing –
Continuous visibility via FashionTV's
media, digital, and social platforms

03

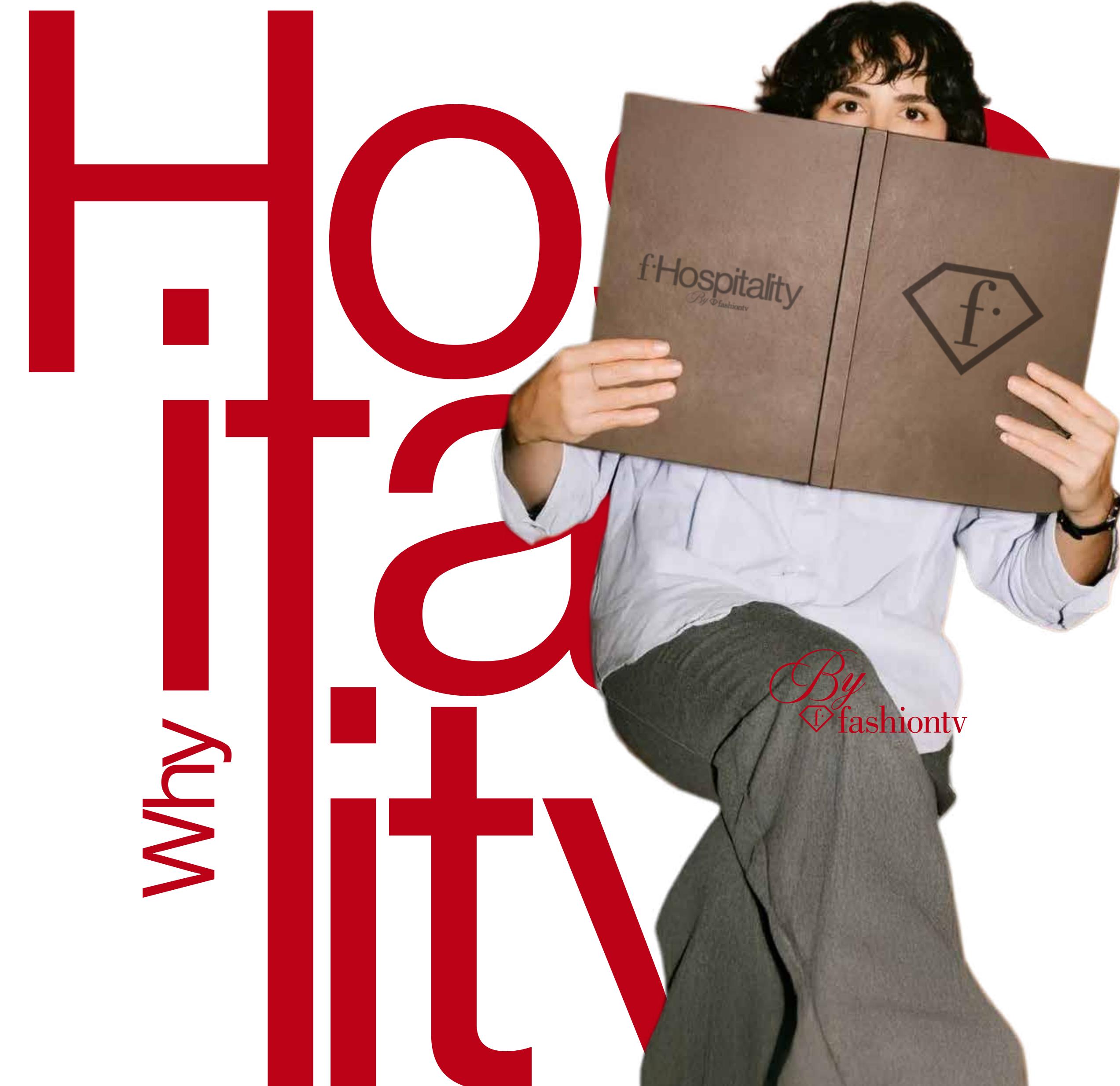
Influencer & Elite Access – Strong
association with models, influencers,
entrepreneurs, and tastemakers

04

Cross-Brand Synergy – Benefits from
FashionTV's **50+ luxury verticals**
including fashion, beauty, F&B, wellness,
and nightlife

05

High Aspirational Value – **Ownership**
represents social status, prestige, and
lifestyle leadership



01

A **global hospitality ecosystem** driven by FashionTV's luxury and lifestyle legacy

02

Every space **integrates fashion, design, and hospitality seamlessly**

03

Expert-curated **café, bar, lounge, and nightlife formats**

04

Designed for premium clientele **seeking comfort, exclusivity, and social relevance**

05

Strong global brand recognition under the FashionTV hospitality umbrella



01

High-Return Lounge Model – Scalable formats delivering strong yearly ROI

02

360° Franchise Support – Location, interiors, staffing, training, PR, and marketing handled end-to-end

03

Premium Clientele Access – Attracts the city's elite, professionals, influencers, and fashion-forward crowd

04

Global Media Visibility – Powered by FashionTV's worldwide channels, events, and digital reach

05

Organic Marketing Advantage – Daily lifestyle stories, social check-ins, and influencer visits create continuous buzz



Our Reach

- **12 FashionTV channels** broadcasting fashion & lifestyle content 24/7
- UHD 4K & 8K **global channels**
- Presence across **leading OTT platforms worldwide**
- **100+ hours of fresh** fashion & lifestyle content weekly
- Available on **250+ global cable & satellite networks**
- Viewed across 10 million public TV screens globally
- FashionTV App with 500K+ subscribers and 35K+ monthly installs

Association with the **world's largest fashion & lifestyle brand**

Become a fashion & lifestyle **tastemaker in your city**

Elevated **personal brand value and social standing**

A premium hospitality business with **strong growth potential**

Franchise

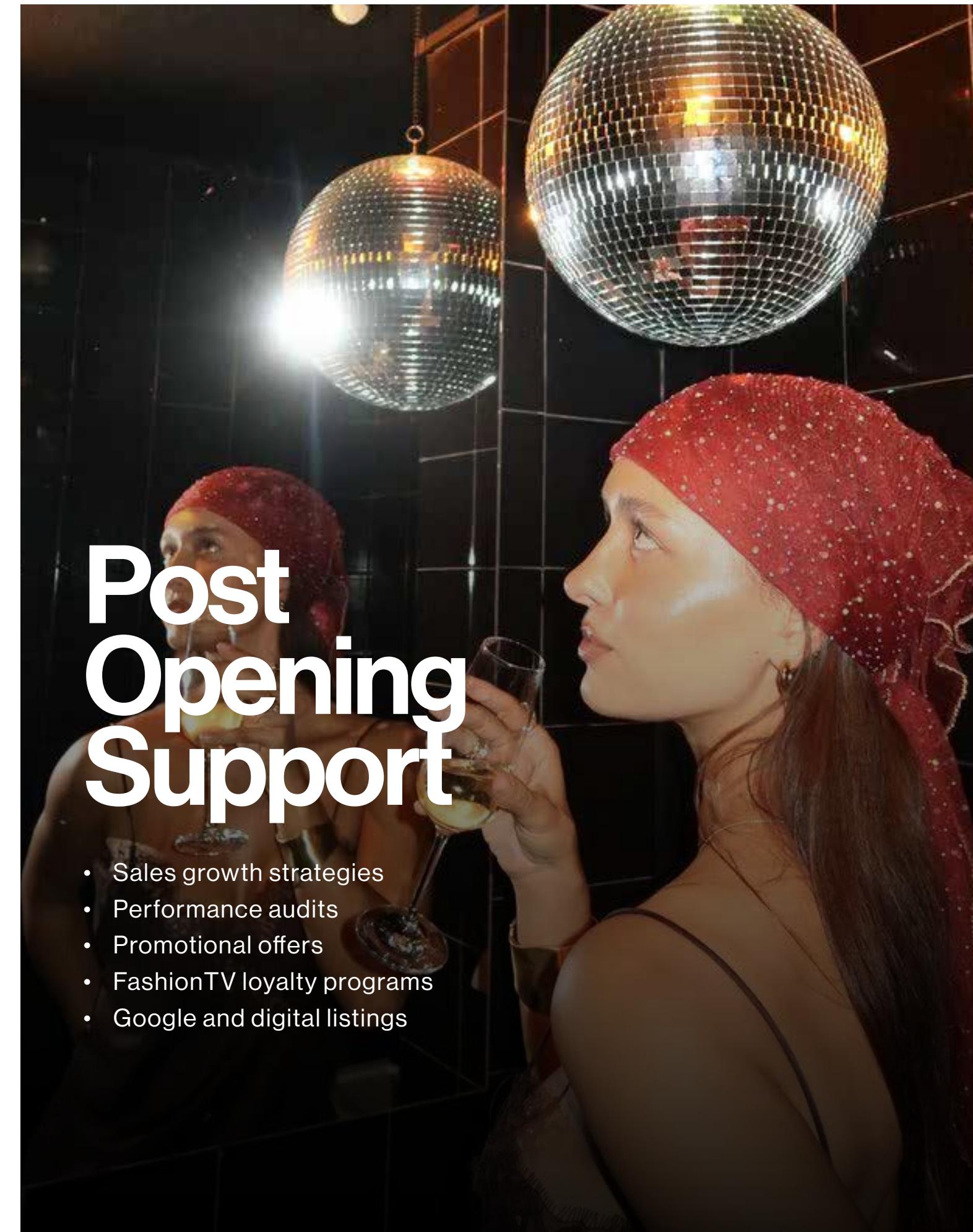
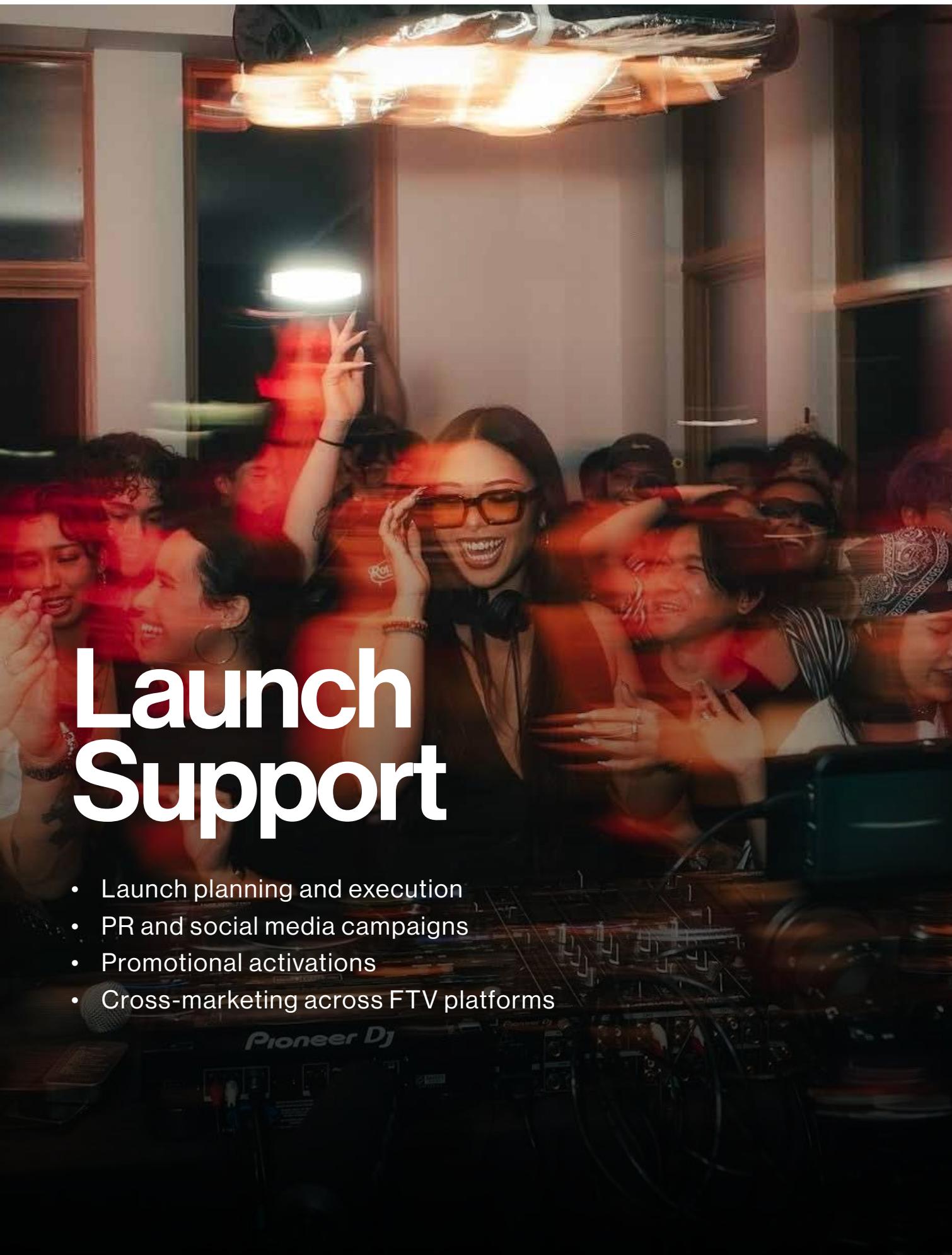
Benefits

Be surrounded by the **city's elite, influencers, and decision-makers**

Entry into an influential **global entrepreneur and lifestyle network**

VIP access to elite social, fashion, and business events

Leverage the FTV name as a **powerful status symbol**



Franchise Requirements

BASIC

AAA Location

F Lounge by FTV must be located in a prime, high-footfall city location..

Strong Financial Backings

All franchise partners must demonstrate strong financial capability.

Industry Attraction

Affiliates should have an interest in hospitality, lounges, and lifestyle-driven businesses.

Aspiration to Grow

A strong desire to become more successful, influential, and socially recognized.

USPS

- 8K Video Wall showcasing FashionTV fashion films, runway edits & lounge visuals
- Curated projections of FashionTV shows featuring top international designers
- 3D FashionTV floor & wall animations creating an immersive luxury atmosphere
- Live FashionTV channel streaming global fashion & lifestyle content
- Continuous fashion visuals from international style capitals
- Exclusive FashionTV event & party highlight videos from around the world
- Celebrity-endorsed promotional content enhancing brand aspiration and prestige

→ **USPs**

F A S H I O N T V



FashionTV Beer Mugs
FashionTV Vodka
FashionTV Champagne
FashionTV Bubbly Wine

FashionTV Water
FashionTV Energy Drinks
FashionTV Photo Frames

**Enhancing brand recall and
premium positioning at
every touchpoint**

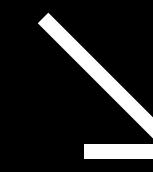
 **USPs**

DIAMOND

I N S P I R E D D E S I G N

FashionTV Ceilings and Walls
FashionTV Stage Design
Banners, Podium, Ramp, Lighting

FashionTV Flyers / Printouts
Fashion inspired Pool décor
FashionTV DJ

 **USPs**

F A S H I O N T V

A **fashion runway** is always placed in every luxury FashionTV Franchise vertical outlet.



Special Events

F – Luxury Accessories and Apparel promotional shows

Exclusive Special Events highlighting diverse luxury products

Top models presenting collections through world-class runway experiences

F – Beverages, Accessories & Apparel brought to life through high-profile promotional showcases



Social Media Marketing Engagements

Dedicated handles on:



- User generated content through over **300 stories** per day
- Massive organic reach via FTV fan community
- High shareability = strong word-of-mouth marketing

New Media Statistics

FashionTV's global legacy delivers unmatched digital reach

3+ Million fans on Facebook

500K+ average monthly website visits

1.5 Million average monthly website impressions

1 Million YouTube subscribers

15 Million+ average monthly YouTube views

500K average monthly views on DailyMotion

300K+ Instagram followers with 125K organic reach per month

Sponsored Local Listing



Facebook Local



Facebook Ad Campaigns



Google Local



Google Ad Campaigns



GPS Based ADs



Instagram Ads



SEM & SEO Marketing



Analytics and Reports



Youtube Promotions & Video Boost

invitation

FashionTV / FTV invites partnerships with well-established, business-driven, and lifestyle-oriented entrepreneurs who understand premium hospitality and global fashion sensibilities.

If FashionTV's brand strength, lounge concept, and partnership support resonate with you, we would be delighted to connect.

For detailed discussions and next steps, feel free to call, message, or email us.



W W W . F A S H I O N T V . I N