

f: LOUNGE

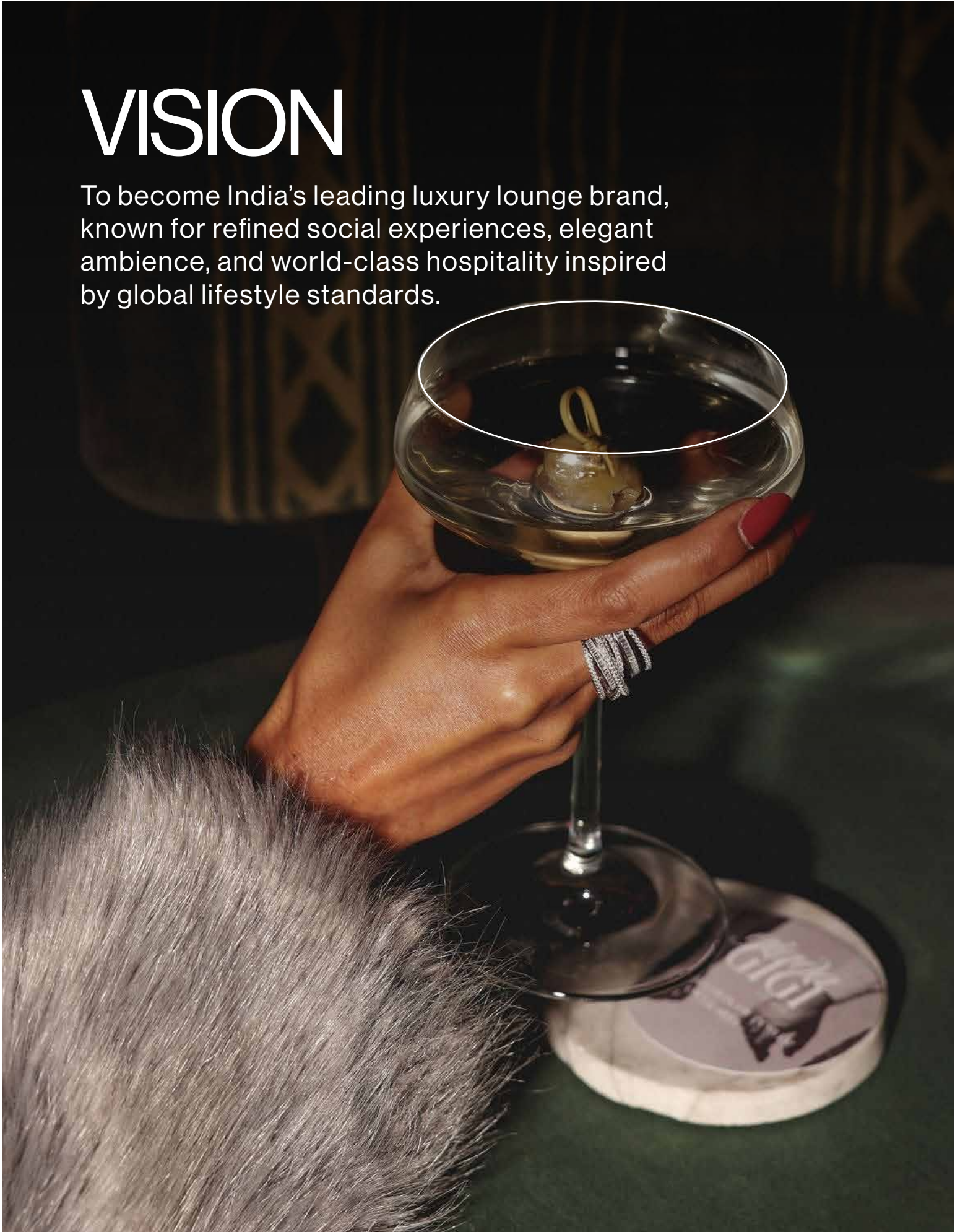
By  fashiontv

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

About f·LOUNGE

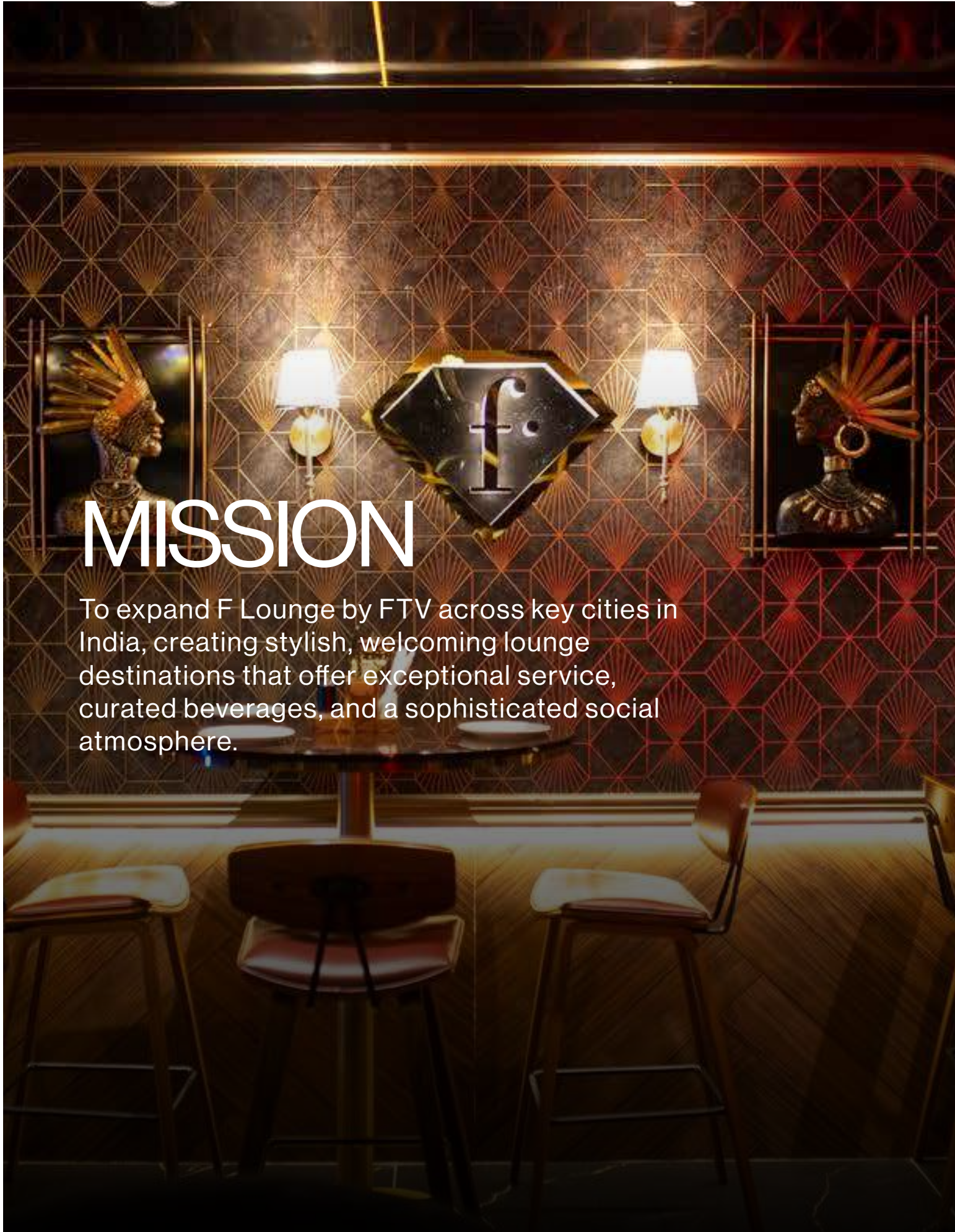
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- Curated lounge experiences inspired by **international hospitality and lifestyle standards.**
- Signature beverages and carefully **selected gourmet accompaniments designed** for relaxed social settings.
- Stylish, **fashion-forward interiors** reflecting 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.**



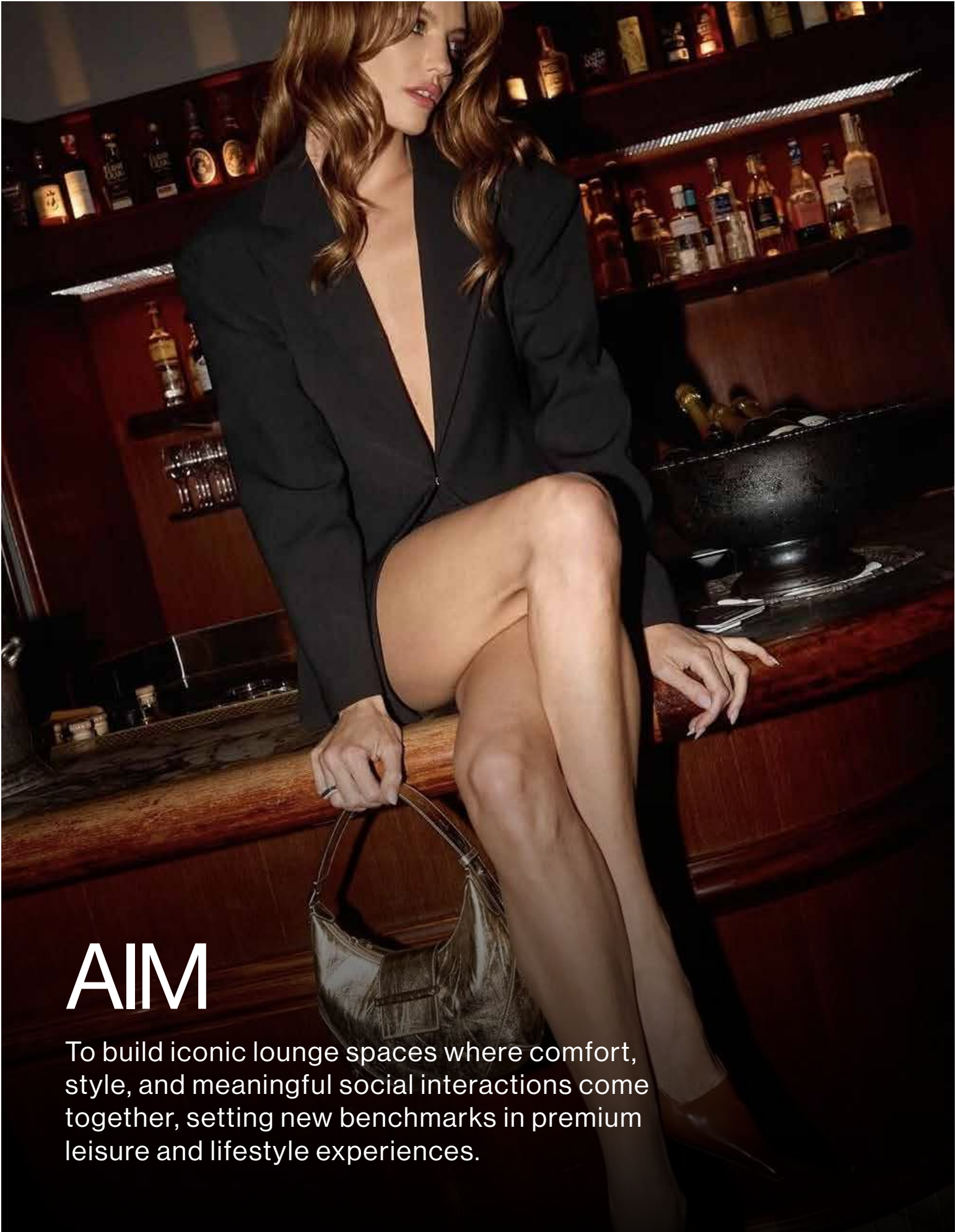
VISION

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



MISSION

To expand F Lounge by FTV across key cities in India, creating stylish, welcoming lounge destinations that offer exceptional service, curated beverages, and a sophisticated social atmosphere.



AIM

To build iconic lounge spaces where comfort, style, and meaningful social interactions come together, setting new benchmarks in premium leisure and lifestyle experiences.



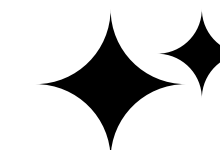
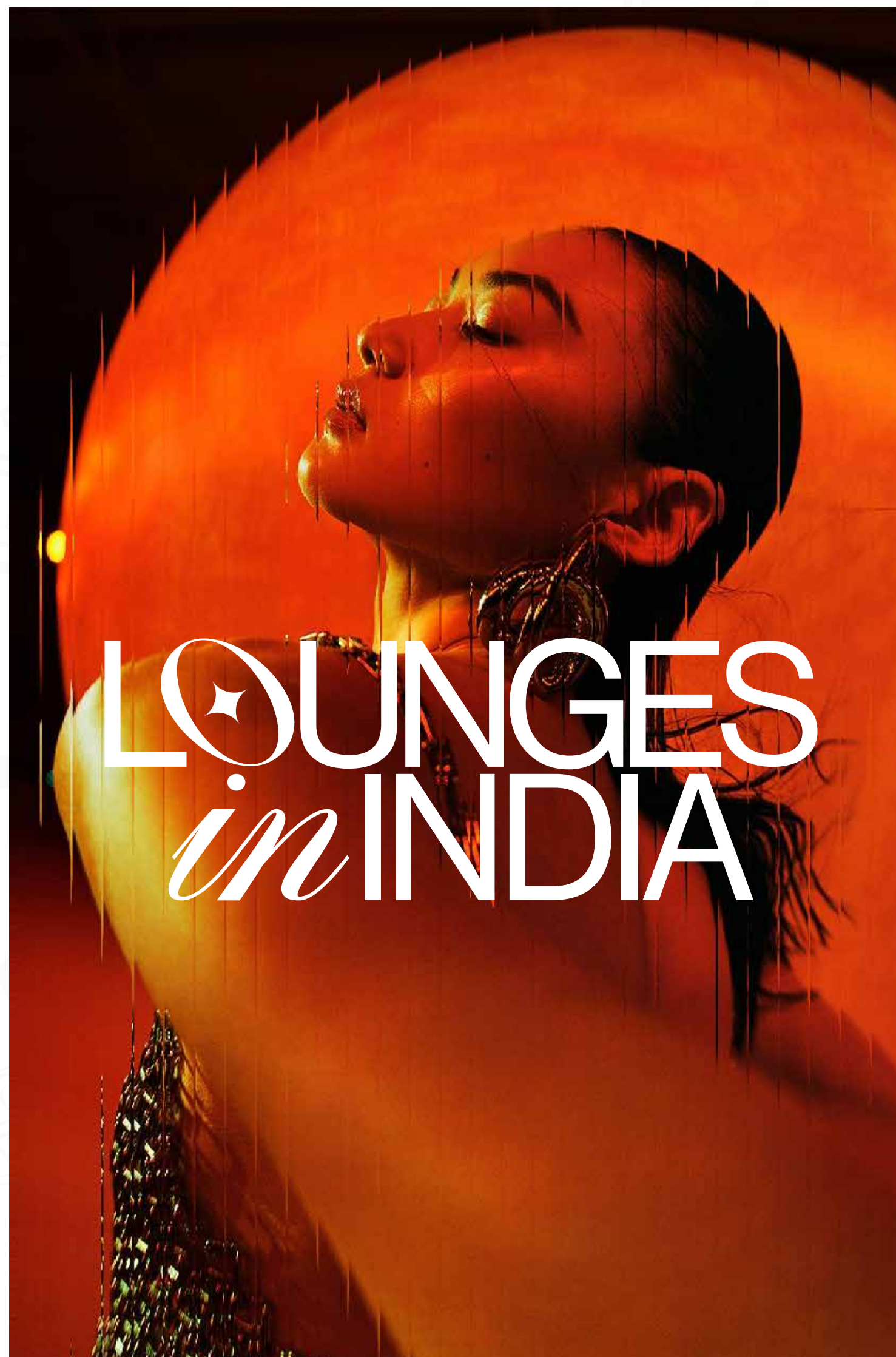
Market Value

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  fashiontv

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

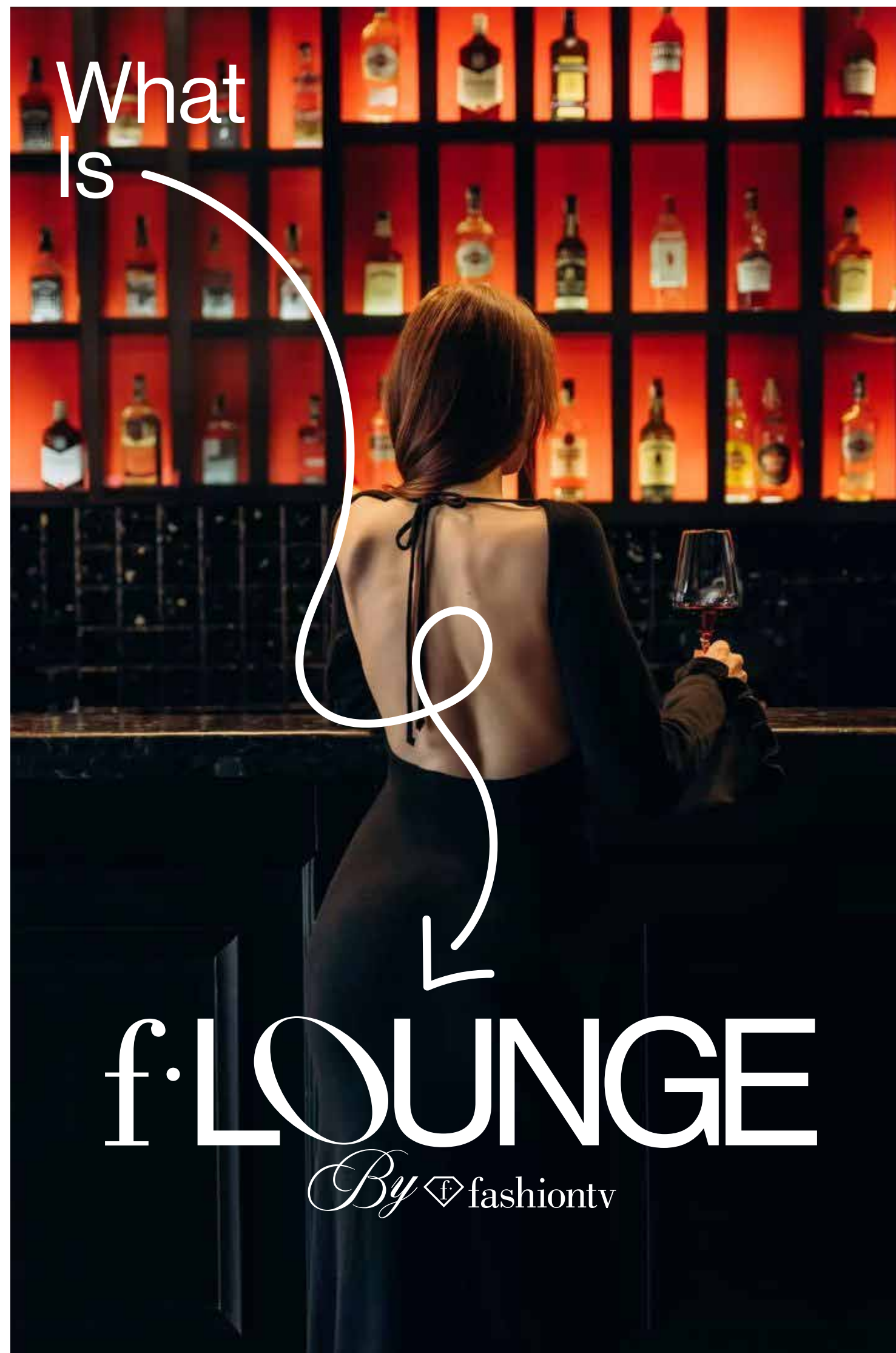
A premium lifestyle lounge vertical by FashionTV, the world's largest fashion and lifestyle television channel with presence in 196 countries

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

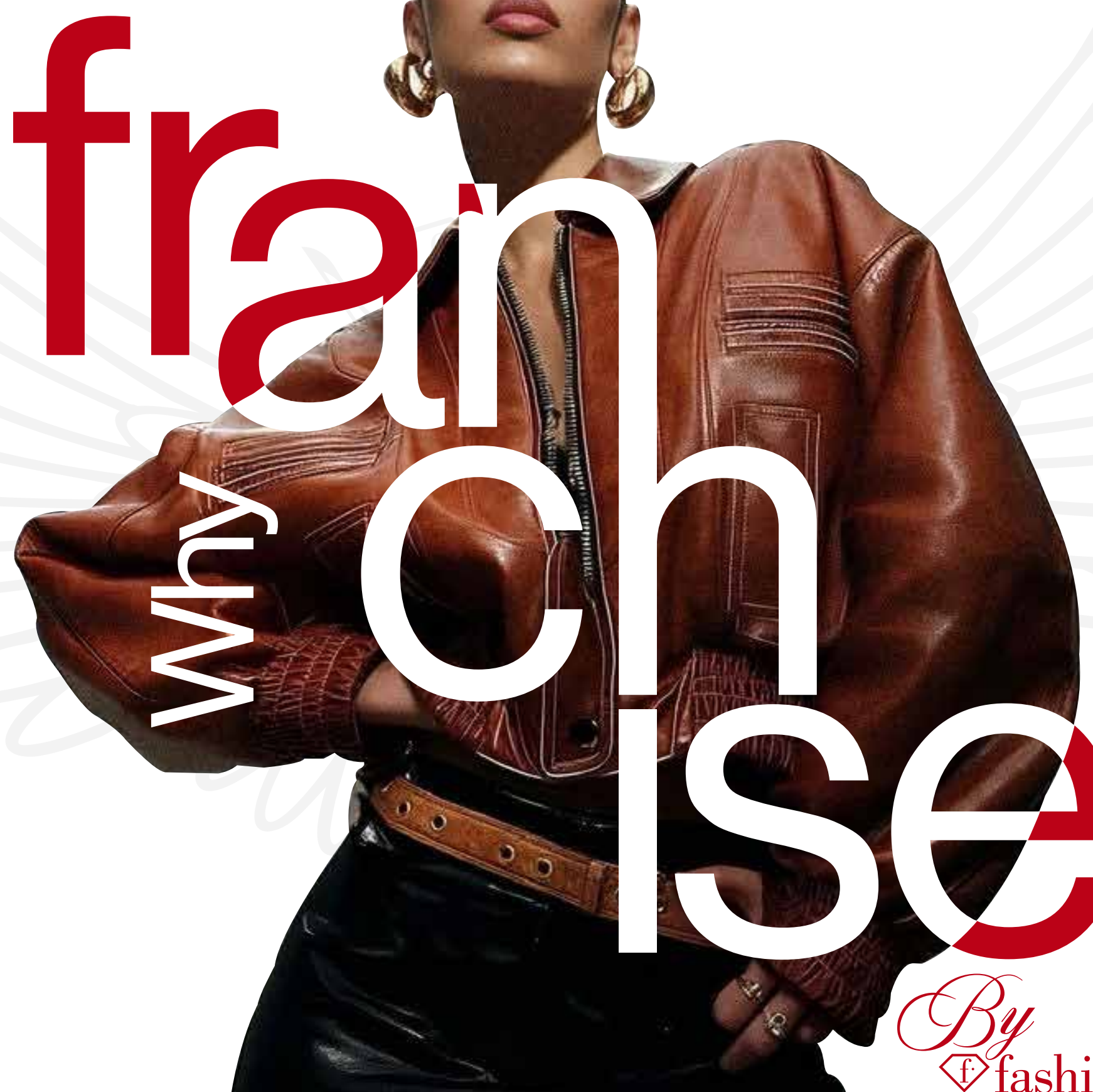
Live FashionTV channel showcasing international fashion weeks, lifestyle shows, and luxury experiences

04

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

05

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



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

By  fashiontv

01

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

03

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

05

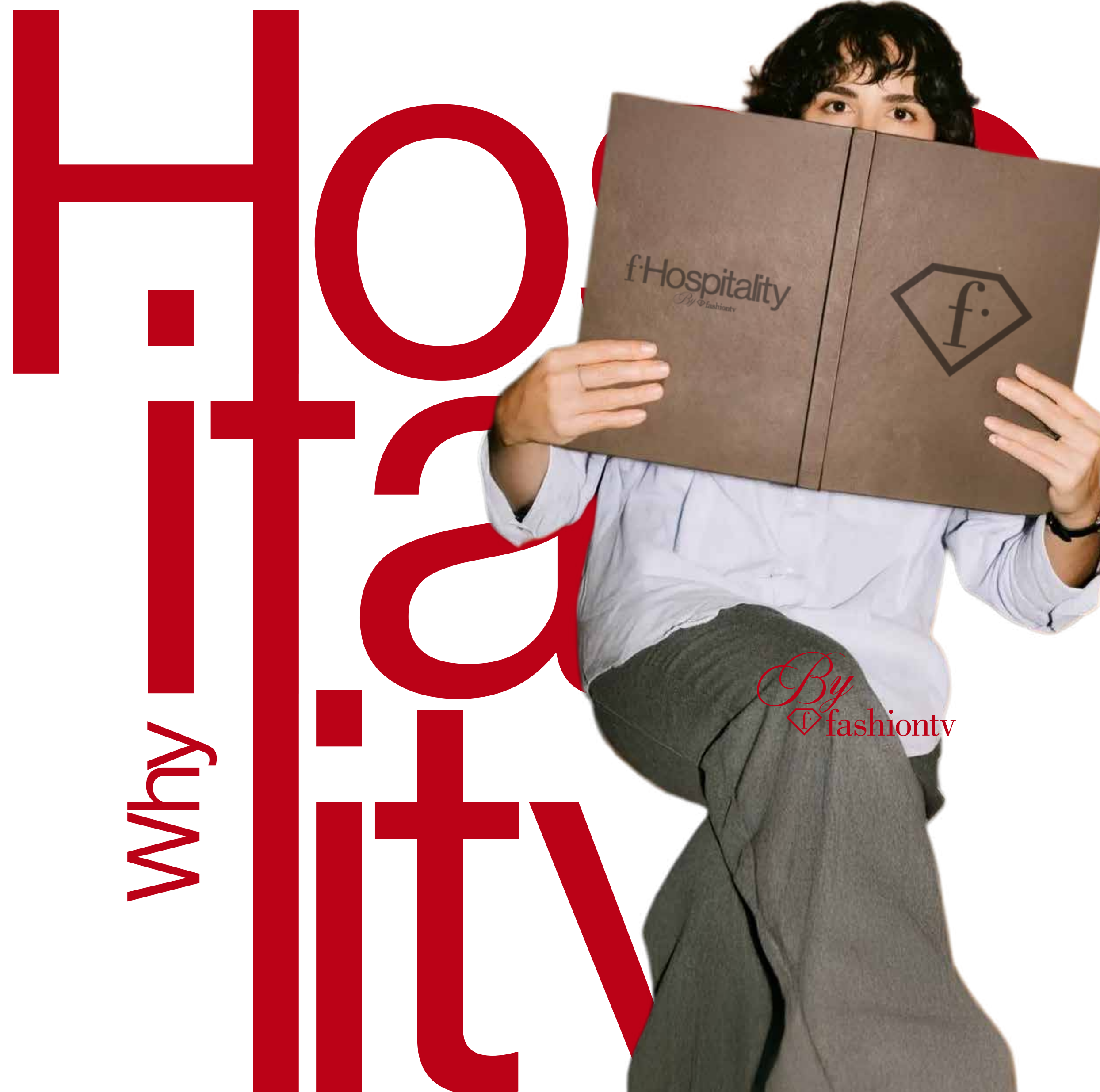
Strong global brand recognition under
the FashionTV hospitality umbrella

02

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

04

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



01

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

03

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

05

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

02

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

04

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





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**

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

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

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

F r a n c h i s e

Benefits

VIP access to elite social, fashion, and business events

Elevated **personal brand value and social standing**

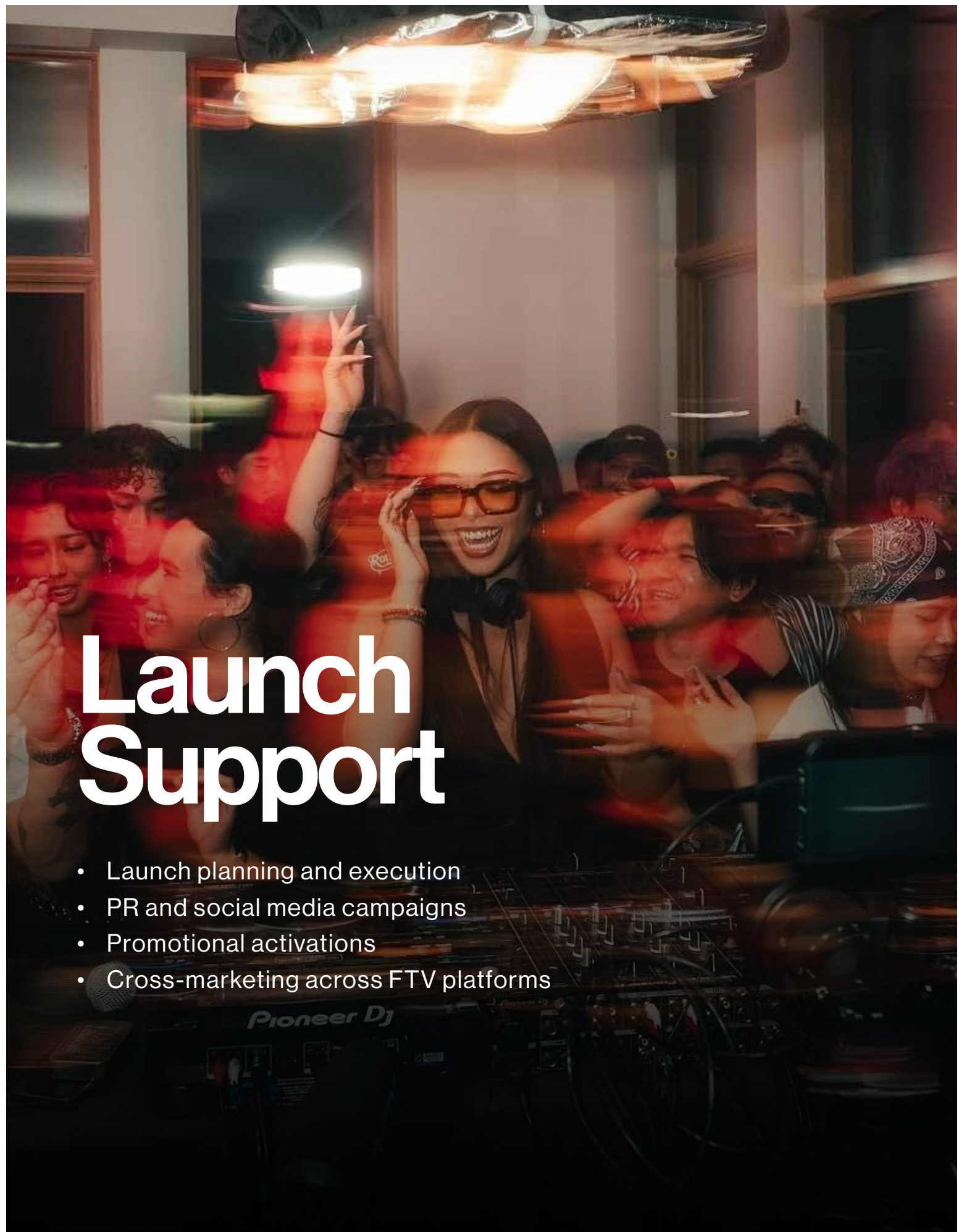
Be surrounded by the **city's elite, influencers, and decision-makers**

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



Pre Opening Support

- Location analysis and approval
- Architectural planning and layouts
- Signature diamond-inspired interiors
- Staff recruitment
- FashionTV proprietary brand integration
- Vendor and partner tie-ups
- Strategic planning
- Staff training and execution
- FashionTV billing & security systems



Launch Support

- Launch planning and execution
- PR and social media campaigns
- Promotional activations
- Cross-marketing across FTV platforms



Post Opening Support

- Sales growth strategies
- Performance audits
- Promotional offers
- FashionTV loyalty programs
- Google and digital listings

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

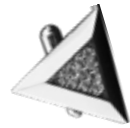
A strong desire to become more successful, influential, and socially recognized.

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



Proprietary Products



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

Special Events

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

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



Google Local



GPS Based ADs



Facebook Ad Campaigns



Google Ad Campaigns



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.



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