



# fSalon

By fashiontv

A **Premium Beauty & Grooming Brand** inspired by global fashion standards.

# Brand Power

Backed by  
**FashionTV, A Global  
Luxury Lifestyle**

- **2+ Billion** viewers worldwide.
- Presence in **196 Countries**.
- **500+ Million** households.
- **30<sup>th</sup> Year** of brand credibility.

# What is f.Salon?

By  fashiontv

Skilled  
**Professionals**

Lifestyle-led **Studio**  
**Environment**

**Premium** Products

**High Hygiene**  
standards



A luxury salon offering **Hair, Skin, Beauty**  
**And Grooming Services** in a refined,  
fashion-led environment.

# Market Opportunity

India's premium salon segment **Continues To Grow.**

- ◆ **7-8% CAGR** in beauty & grooming.
- ◆ **Grooming** as a lifestyle priority.
- ◆ **Rising demand** for branded salons.
- ◆ Strong urban and emerging **City Growth.**



# Why f.Salon

By fashiontv

FashionTV backed  
**Brand Recall.**

High **Repeat & Loyalty** business.

**Competitive Pricing**

Strong **Word-Of-Mouth** visibility.

# Business Model

FashionTV backed  
**Brand Recall.**

High **Repeat & Loyalty** business.

Strong **Word-Of-Mouth** visibility.



360°  
Support



## 01 *PreLaunch Support*

- ❖ Revenue & ticket-size strategies
- ❖ Operational audits
- ❖ Loyalty & repeat programs
- ❖ Local digital visibility
- ❖ Staff recruitment



## 02 *Launch Support*

- ❖ PR and influencer engagement
- ❖ Social media and digital campaigns
- ❖ FashionTV ecosystem visibility



## 03 *Post Launch Support*

- ❖ Revenue & ticket-size strategies
- ❖ Operational audits
- ❖ Loyalty & repeat programs



# Ideal Partner

Entrepreneurs  
entering premium  
beauty

Existing salon  
owners upgrading  
brands

Investors seeking  
lifestyle-led growth

# *Franchise Requirements*

- ↓ **AAA Prime Location** in the city
- ↓ **Strong Financial** backing.
- ↓ **Passion** for beauty and grooming.
- ↓ **Growth-Oriented** mindset.

# Our Boards

**KASHIFF KHAN**

Managing Director.  
Driving premium franchise  
expansion.



**MICHEL ADAM**

Founder, *FashionTV*  
Global luxury visionary.

Thank You