

f·School *of* Beauty by FASHIONTV

Sales Kit
2026



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About F SOB by FTV



F School Of Beauty By FTV is a premier institute where global beauty standards, **Luxury-Driven Education**, and hands-on **Professional Training** converge with the immense growth potential of India's beauty & wellness industry.

- **International Beauty Curriculum** inspired by global best practices
- **Experiential Learning** through salons, spas, studios & live beauty events
- **FTV Brand Edge** ensuring aspirational value and industry recognition
- **Career Pathways** in premium beauty, cosmetology, skincare, makeup & wellness


Vision, Mission & Aim

- To create **India's Most Aspirational**, luxury-led beauty education franchise, setting global benchmarks in skill, style, and
- To deliver **World-Class Beauty Education** that blends creativity, technique, and luxury exposure.
- To build a **Nationwide Network** of beauty schools that nurture **Industry-Ready Professionals** and future beauty leaders.





India's Booming Beauty & Wellness Industry

- **India's Beauty & Wellness Industry** is one of the fastest-growing lifestyle sectors, driven by **Rising Disposable Incomes**, social media influence, and **Increasing Demand** for professional grooming and self-care.
 - Indian beauty & wellness market projected to cross **\$20 Billion By 2030**
 - Premium beauty segment growing at **10–12% CAGR**
 - **Strong Demand** for certified beauty, makeup, skincare & wellness professionals
 - **Youth-Driven**, image-conscious, **Luxury-Aspiring** consumer base
 - This growth makes **India** a **High-Potential Hub** for global-standard beauty education.
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About FashionTV



196 Countries | **2B+ Viewers** | **30th Year Of Expertise**

Founded in **1997** in **Paris** by **Michel Adam Lisowski**, FashionTV is the **World's Largest** fashion and lifestyle television channel, reaching **196 Countries** and engaging over **2 Billion Viewers**.

With our **30th Year** of expertise, we have expanded into **Franchising And Licensing**, offering **Premium Opportunities** to elevate the standards of beauty & wellness education by integrating world-class lifestyle elements.

What is **F Franchise** by **FTV?**

- A global franchise ecosystem by FashionTV, the **World's Largest Fashion & Lifestyle Television Channel**.
- World's Largest Franchise Bouquet with **50+** luxury franchise verticals
- Covers **Beauty, Wellness, F&B, Education, Talents & Retail**
- End-to-end **360° Franchise Support** from setup to marketing
- Direct access to FashionTV's **2B+ Viewers & 500M+ Households**



What is F Education by FTV?

- **Premium Franchise Options** across the education space (**Schools of Beauty, Hospitality, Modeling & Grooming, Performing Arts, Fashion Designing, Fitness**)
- **Multiple Premium Educational Institutes** in India and more in the making
- Trusted by **100K+ Students Nationwide**
- **Celebrity-Endorsed Launches**, expert-driven education, global FashionTV aura
- Highly scalable franchise model with **Multi-City/State & Multi-Format Expansion Plan**



What is FSOB by FTV?

- A **Premium Beauty Training Institute** powered by FashionTV's global luxury network
- Offers specialized courses in **Cosmetology, Makeup Artistry, Hair Styling And Skincare**
- **Hands-On Training** with real-world salon & spa exposure
- **Career Pathways** in luxury salons, wellness brands, fashion shows & **Global Beauty Platforms**



Why FashionTV?

- Backed by the **Most Viewed And Trusted** luxury fashion & lifestyle television channel
- **Global Authority** in fashion, beauty & lifestyle
- **Live FashionTV Broadcasts** from fashion capitals worldwide
- **Coverage Of International** beauty, fashion & lifestyle **Events**
- **Exclusive FashionTV Shows, Parties & Celebrity-Driven Promotions**



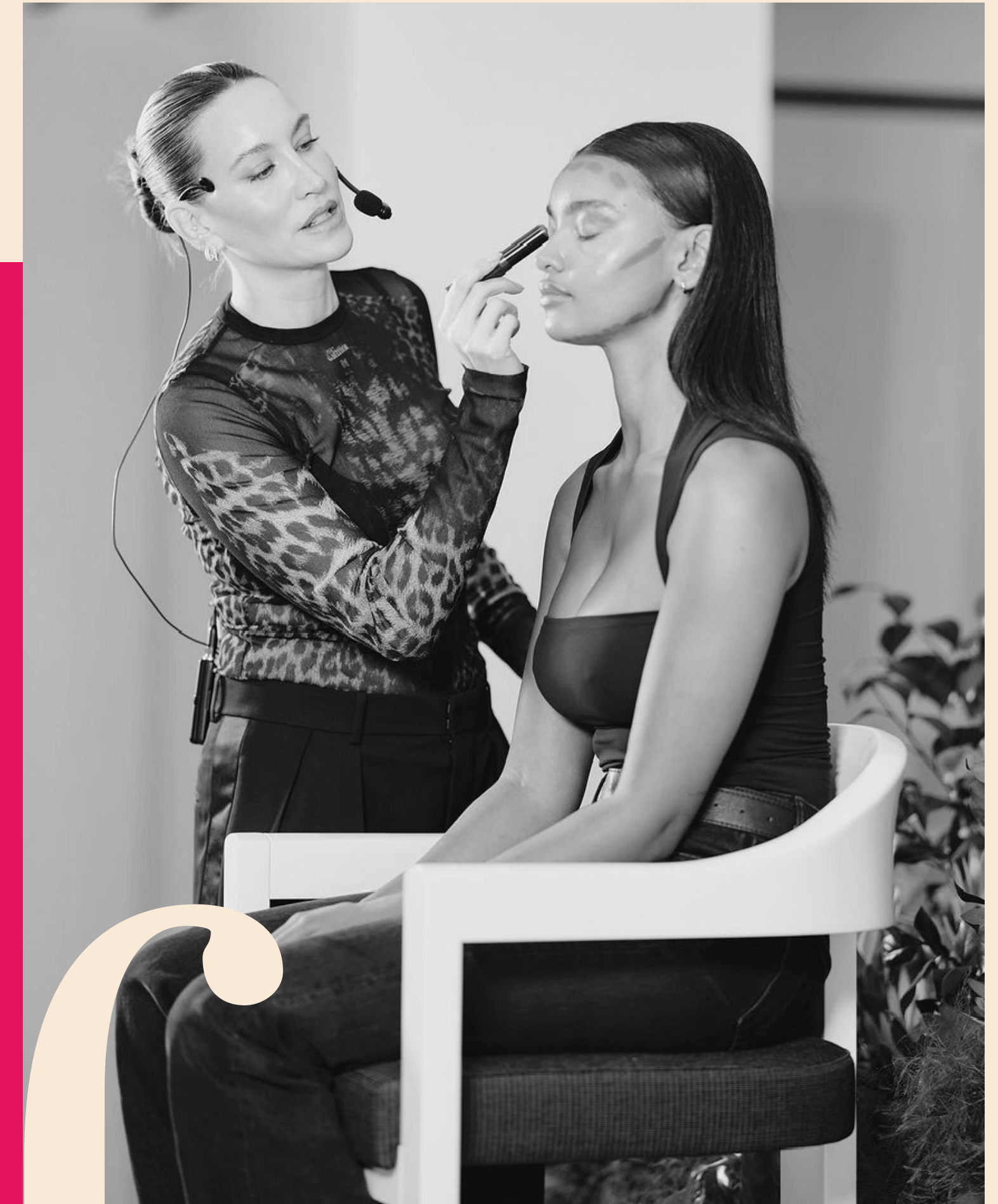
Why Choose F Franchise by FTV?

- **Unmatched Brand Recall** with instant luxury positioning
- **Built-In Marketing Power** through FashionTV's global media ecosystem
- **Celebrity & Influencer Associations** boosting aspirational appeal
- **Cross-Promotion** across 50+ FashionTV verticals
- **Social Prestige** and elite lifestyle positioning beyond financial returns



Why choose F Education by FTV?

- **A Global Education Ecosystem** powered by FashionTV's fashion-luxury legacy
- **Blending Fashion With Education**, every institute reflects FTV's signature luxury
- **Expert-Designed Curriculum** delivering world-class fashion & lifestyle education
- **Designed For Ambitious**, aspiration-driven **Learners** seeking exclusive, world-class training



Why choose FSOB by FTV?

- **High-Return Franchise Model** with strong annual **ROI Potential**
- **360° Franchise Support** covering setup, recruitment, training & marketing
- **Direct Access To Top Beauty Professionals**, influencers & fashion networks
- **Global Visibility** through FashionTV's media, events & digital platforms
- **Multiple Revenue Streams**: courses, certifications, workshops & events



Our Reach



- **12** Fashion & Lifestyle Channels **(24/7)**
- **UHD 4K & 8K** Channels
- **Presence** on global **OTT** platforms
- **100+ Hours** of new content weekly
- Available on **250+** global cable & satellite networks
- **10 million+** public TV screens
- FashionTV App with **500K Subscribers & 35K Monthly Installations**

Franchise Benefits

- Association with the **World's Largest Fashion & Lifestyle TV Channel**
- **High-Growth** business opportunity with premium returns
- **Powerful** business & **Lifestyle Network**
- **Leadership Positioning** in your city's beauty industry
- **Elite Social Standing** & celebrity exposure
- Strong personal **Brand Value** through **FTV Association**



Our 360° End-To-End Business Support

01

Pre-Launch Support

- **Location** analysis & **Approval**
- **Luxury Interiors** & layout planning
- **Diamond-Inspired FashionTV Designs**
- **Staff Recruitment** & training
- FashionTV **Proprietary Product Supply**
- **Vendor** & brand **Tie-Ups**
- Strategic **Planning & Execution**
- FashionTV **Billing & Security Systems**



02

Launch Support

- **Planning and Execution**
- **Social Media and PR Promotions**
- **Cross-Marketing Strategies**

03

Post-Launch Support

- **Revenue Growth Strategies**
- **Operational & quality Audits**
- **Promotional Campaigns**
- **FashionTV Loyalty Programs**
- **Google & website Listings**

Basic Franchise Requirements

Prime AAA Location

F School of Beauty must be in **Upscale, Prime Locations** of **Commercial** and **Residential Areas**.

Financial Backing

Franchisees must have **Financial Stability** for **Long-Term Success**.

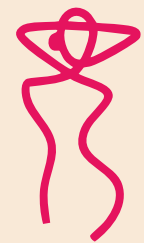
Industry Attraction

A keen interest in **Global Beauty & Wellness Industry** and its **Expansion Is Essential**.

Desire for Success

Ambition To Be Rich, Famous and Influential with a premium FashionTV partnership.

USPs



- **8K Video Wall** FashionTV visuals
- **Live FashionTV Shows & beauty content**
- **3D FashionTV luxury Animations**
- Continuous global fashion & beauty **Broadcasts**
- Celebrity & influencer-driven **Promotional Content**



- **Diamond-Inspired FashionTV Interiors**
- **Luxury Furniture & styling stations**
- Branded **Training Tools**
- FashionTV **Print & Digital Collaterals**



- **Student-Led beauty & makeup Shows**
- FashionTV **Beauty Events & Masterclasses**
- Brand **Collaborations & Live Demonstrations**
- Influencer & **Celebrity Interaction Platforms**



- **Cosmetology & beauty therapy**
- Professional **Makeup Artistry**
- **Hair Styling & hair technology**
- **Skincare & Aesthetics**
- **Spa & wellness Management**
- **Nail Art & advanced Beauty Techniques**
- **Bridal Makeup**
- Salon operations & **Client Management**

USPs

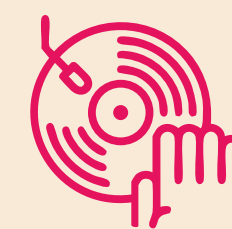
FASHIONTV PROPRIETARY PRODUCTS



FashionTV beauty & lifestyle
Merchandise



FashionTV **Skincare & Wellness
Products**



FashionTV **Bottled Water &
Energy Drinks**



FashionTV **Branded
Accessories & displays**

Social Media Marketing & Engagement

Dedicated social media handles across:

**Instagram | Facebook | X (Twitter) | LinkedIn
| YouTube | Snapchat | Pinterest | Threads**



Digital Marketing Powerhouse

5M+
Monthly Website
Visits

12+
Channels

500K+
App Subscribers,
35K Monthly Installations

65M
YouTube views,
90M Subscribers

12M
Facebook views,
300K+ Followers

125K
Organic reach, 300+
Daily New Stories

Sponsored Local Listings

- Google Local & Maps
- Facebook & Instagram Ads
- GPS-Based Advertising
- SEO & SEM Campaigns
- YouTube Promotions & Analytics



Elevate the Standards of Beauty Education

Partnering with FashionTV to launch your beauty academy gives you **Instant Credibility** through a globally recognized luxury brand. With FTV's elite identity and **Strong International Presence**, your academy stands out in a competitive market. As demand for skilled professionals grows in India's booming beauty education sector, an FTV-branded academy offers **World-Class Training**, attracts premium clientele, and positions you for **Long-Term Success** in a high-growth, job-rich industry.



Michel Adam Lisowski

Founder & Chairman, FashionTV

Michel Adam Lisowski is the **Founder** and **Chairman** of **FashionTV**. He founded FashionTV to create a global fashion platform that focuses on **Fashion, Luxury** and **Beauty**. He is known as the '**FASHION MAESTRO**' for his remarkable contribution to the fashion, luxury and lifestyle industries **Across The World**.



Kashiff Khan

Managing Director, FashionTV

Kashiff Khan is the **Managing Director** of **FashionTV**, the **World's Largest Fashion and Lifestyle Television Channel**. Beyond his role as a **Business Mogul**, he is an accomplished **Author, Writer, Start-Up Specialist** and is an **Iconic Name** in the world of fashion and **Brand Business Development**.



Thank You