

Sales kit



f School of
Fashion Designing

Sales kit
2026



f·SCHOOL OF FASHION DESIGNING BY FTV

F School of Fashion Designing by FTV is more than an institute it is a gateway to the global fashion stage. Built on the legacy of the **World's Largest Fashion & Lifestyle** Television Channel, it delivers a rare blend of academic excellence and real-world exposure.

- Creating a **World-Class Institute** blending creativity, innovation, and industry relevance.
- Delivering a **Knowledge-Rich Experience** with global expertise and FTV's network.
- Preparing students for careers across **Fashion, Luxury, and Entertainment**.
- Shaping Designers with confidence, originality, and a global outlook.
- Offering **Tailor-Made Courses** aligned with industry trends.
- Providing a best-in-class environment with **Real Industry Exposure**.

GRADUATING

Graduating from
F School of Fashion Designing, has helped
numerous students with remarkable changes in



- * Nurturing **Original Ideas**
- * **Technical Skills**
- * Developing an **Eye For Detail**
- * **Blending** Fashion & Modern Tech
- * Prepping Students for **Global Markets**

PHILOSOPHY

01 VISION

To nurture world-class fashion professionals in India, **Matching Global Standards**, and driving the nation as a leader in fashion.

02 MISSION

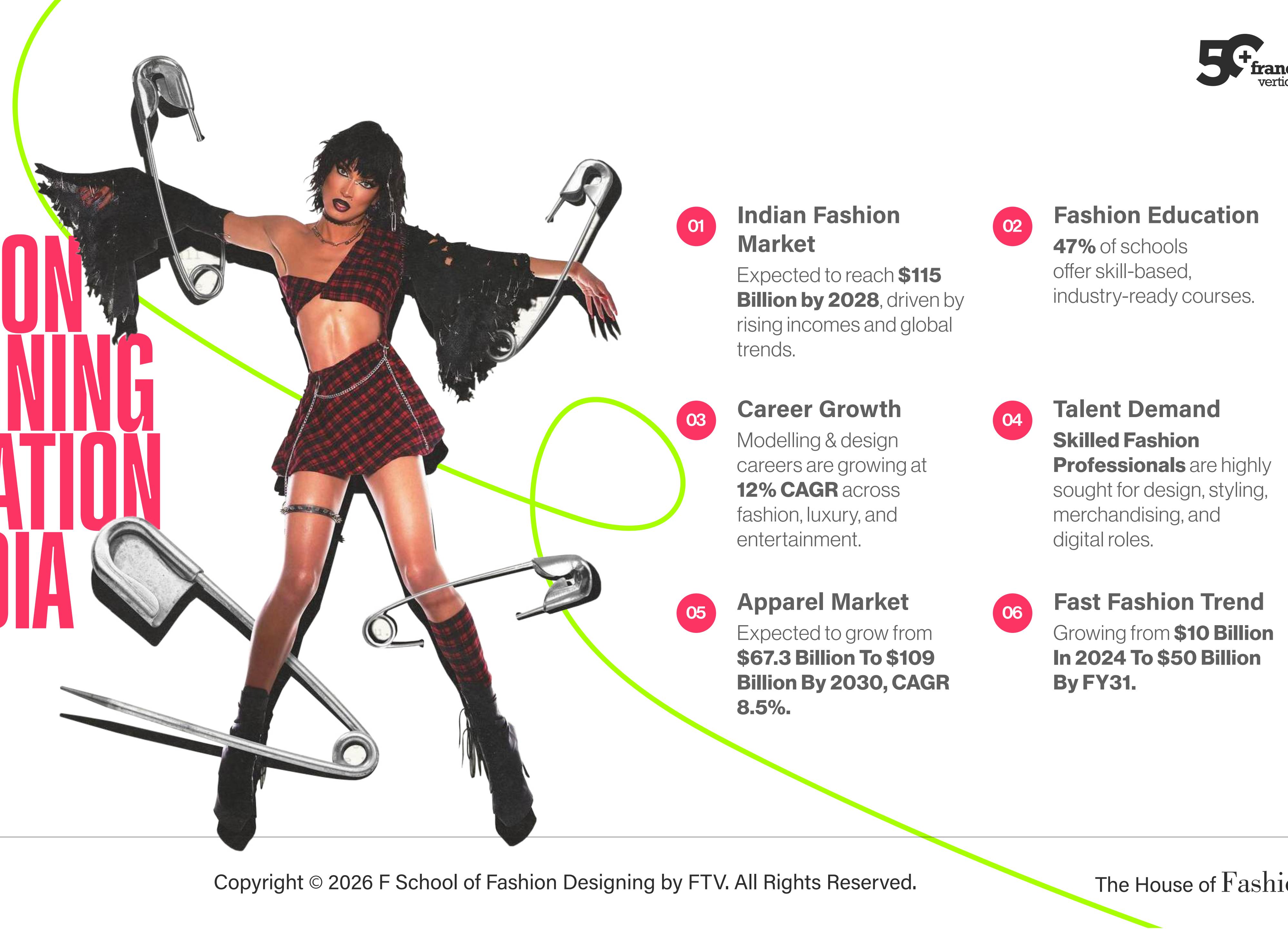
To establish India's leading fashion & design institute, **Nurturing Talent** across fashion-linked industries through **Globally Certified** courses.

03 AIM

To provide graduate with **Nationally** and **Internationally** accredited certifications, ensuring their qualifications are valued across **Global Fashion Industries**.



FASHION DESIGNING EDUCATION IN INDIA



- 01 **Indian Fashion Market**
Expected to reach **\$115 Billion by 2028**, driven by rising incomes and global trends.
- 02 **Fashion Education**
47% of schools offer skill-based, industry-ready courses.
- 03 **Career Growth**
Modelling & design careers are growing at **12% CAGR** across fashion, luxury, and entertainment.
- 04 **Talent Demand**
Skilled Fashion Professionals are highly sought for design, styling, merchandising, and digital roles.
- 05 **Apparel Market**
Expected to grow from **\$67.3 Billion To \$109 Billion By 2030, CAGR 8.5%**.
- 06 **Fast Fashion Trend**
Growing from **\$10 Billion In 2024 To \$50 Billion By FY31**.



 WORLD'S LARGEST FASHION
& LIFESTYLE TELEVISION CHANNEL

 2+ BILLION VIEWERS
WORLDWIDE

 196 COUNTRIES
PRESENCE

 500+ MILLION
HOUSEHOLDS

 30TH YEAR AND COUNTING
SINCE 1997

WHAT IS f·FRANCHISE BY FTV?



01

A Global Franchise Ecosystem By FashionTV, the world's largest fashion & lifestyle television channel in 196 countries.

02

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

03

Backed by 30th year of global fashion authority, making it one of the **Most Prestigious And Profitable Luxury Franchise Models**

04

Connects Entrepreneurs To FashionTV's global network of **2B+ Viewers & 500M+** households, ensuring aspirational positioning.

05

Provides **360° Franchise Support** from location selection, interiors, recruitment, training, PR, to digital marketing.

WHAT IS f·EDUCATION BY FTV?



FRANCHISE OPTIONS

Premium franchise options across the education space (Schools of Beauty, Hospitality, Modeling & Grooming, etc)

PREMIUM INSTITUTES

Multiple Premium Educational Institutes in India and more in the making

SCALABLE FRANCHISE MODEL

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

CELEBRITY-ENDORSED

Celebrity-endorsed launches, expert-driven education, global FashionTV aura

SCALABLE MODEL

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

- Offers industry-focused programs in **Fashion Design, Textiles, Styling, Garment Construction & Trend Development**
- Hands-On Learning through live projects, runway exposure, shoots, and fashion showcases

- Curriculum blends creative design, technical skills, and fashion business fundamentals
- Strong Career Pathways in designer labels, luxury brands, fashion retail, styling, media & entrepreneurship



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**

UNMATCHED BRAND RECALL

FashionTV is a globally recognized luxury authority, instantly elevating the **Credibility** of any business.

CELEBRITY & INFLUENCER

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

HIGH ASPIRATIONAL VALUE

Owning an FTV franchise places you among the **Elite Circles** of fashion & lifestyle, giving social prestige beyond business returns.

BUILT-IN MARKETING POWER

Access to FashionTV's **Media Ecosystem** ensures constant visibility through digital, events & social media.

CROSS - PROMOTION ADVANTAGE

Franchisees benefit from FashionTV's synergy across **50+ Verticals** (beauty, fitness, fashion, nightlife, education, retail).

WHY f·FRANCHISE BY FTV?





WHY 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
- Anchored in FashionTV's **International Recognition and Prestige**

WHY f·SCHOOL OF FASHION DESIGNING BY FTV?



- High-return model delivering **Yearly ROI** across scalable formats
- **360° Franchise Support** covering location, interiors, recruitment, training, PR, and marketing
- **Direct Access** to the industry's elite – top influencers, celebrities and fashion-forward networks
- **Global Visibility** powered by FashionTV's media network, events, and digital channels
- Access to **Multiple Revenue Streams** – courses, certifications, workshops & events under one franchise model



UHD 4K and 8K
24 hours channels

100 plus HOURS of
new fashion and
lifestyle content
every week

FashionTV App gets
500K subscribers &
35K installation per
Month

12 Channels
24/7 dedicated to
Fashion & Lifestyle

Available on 250
Global Cable
Satellites

Available on leading
OTT Platforms all
over the world

Viewed on 10
MILLION Public TV
Sets

Association with the
World's Largest Fashion &
Lifestyle Television
Channel

01

Great Business
Opportunity with Greater
Returns

02

Develop a huge
Fruitful Circle of a
business network

03

Become a**Leader** in
fashion and lifestyle in
your city

04

BENEFITS

Become the
Respected Player in
your city fashion
industry

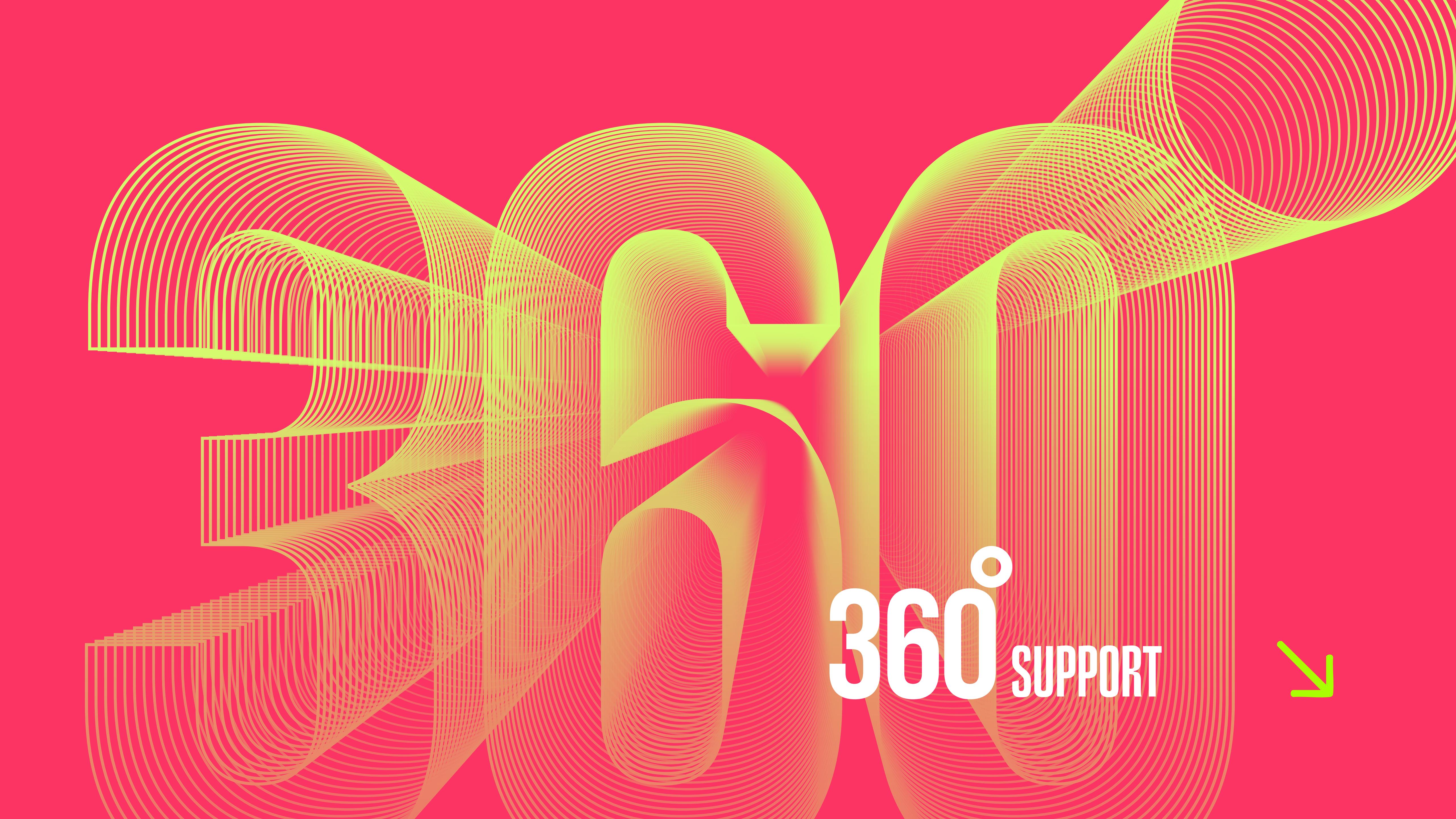
06

Be seen and
surrounded with the
Who's Who of your
City

07

Use the **FTV Visiting**
Card as your power
currency

05



360° SUPPORT



360° 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.

SOFD
by fashiontv

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 REQUIREMENTS

BASIC

- **AAA Location**
F School of Fashion Designing by FTV should be located in a prime location of the city.
- **Strong Financial Backings**
All franchisees must be able to show **Strong Financial** backings to ensure the success of the business.
- **Interest in the Education Industry**
All franchisees must have attraction and liking towards the desired industry with a **Zeal To Learn**, explore, and strive to succeed.
- **Aspiration to Grow**
Strong Desire to be more Rich, Famous & Successful.



- **8K Video Wall** Fashion Shows and DJ
- 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.

F A S H I O N T V

PROPRIETARY PRODUCTS



FashionTV T-shirts

FashionTV Bags

FashionTV Stationary

FashionTV Coffee Mugs

USPS

F A S H I O N T V

UNIQUE

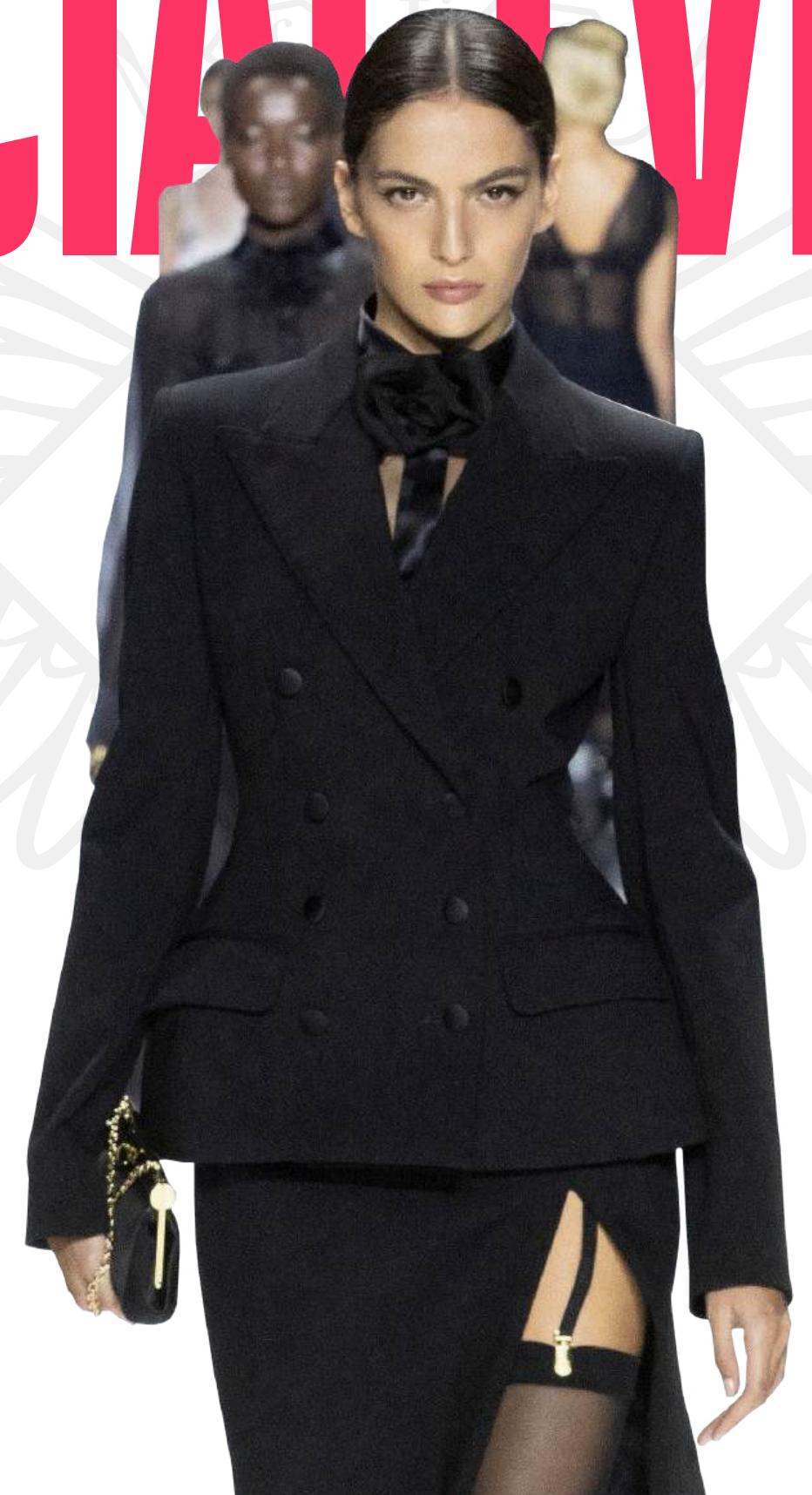
Diamond INSPIRED DESIGNFashionTV Ceilings and Walls
FashionTV Flyers / PrintoutsFashionTV Furniture
Tables
Chairs
Blackboards

→ **USPS**

F A S H I O N T V

SPECIAL EVENTS

A Fashion Runway is an integral feature across every luxury FashionTV franchise vertical.



Local Designer Fashion Shows – Showcasing talent, confidence, and presentation skills.

Exclusive Lifestyle Events – Elevating student visibility while connecting them to industry leaders.

In-house student-led Fashion Shows – Providing hands-on brand collaboration opportunities.



SOCIAL MEDIA MARKETING & ENGAGEMENTS

Thanks to Fashion TV's massive brand appeal and our networks' love for posting, sharing and tagging, FTV becomes a **Social Media Hotspot**, each engagement activity a powerful, free word-of-mouth advertisement!

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

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 subscriber 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



Facebook Ad Campaigns



SEM & SEO Marketing



Google Local



Google Ad Campaigns



Analytics and Reports



GPS Based ADs



Instagram Ads



Youtube Promotions & Video Boost

IN M U F A T H I O N N

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.



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