

# MDS

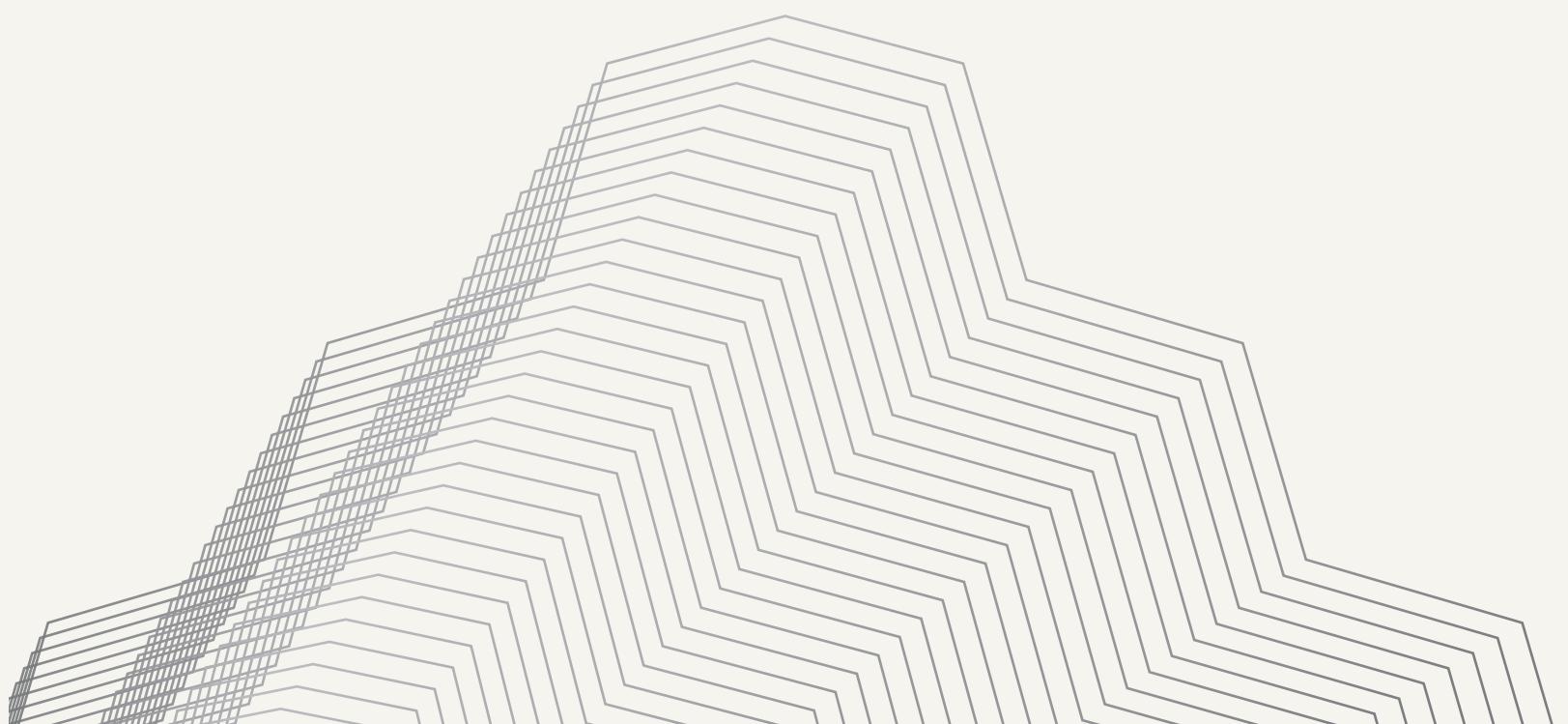
F MULTIDESIGNER STORE BY FTV

Sales Kit 2026

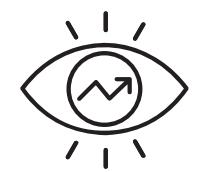
# About

- » Curated collections from top Indian & International Designers
- » Premium shopping experience with global FTV Luxury Branding
- » Sophisticated interiors & Visual Merchandising Standards
- » Designed for fashion-forward, High-Spending Clientele
- » Backed by FTV's global marketing & Media Reach

**F Multidesigner Store By FTV** curates luxury apparel, accessories, and lifestyle products from leading Indian and international designers. Blending **Global Fashion Authority** with exclusive retail, these stores offer a **Sophisticated, Trend-Forward Shopping Experience** for today's style-conscious elite.

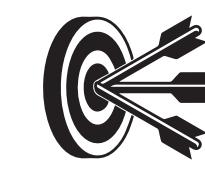


# Philosophy



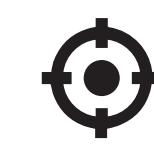
## Vision

To create enduring connections with our customers while showcasing the latest fashion trends **Infused With Glamour.**



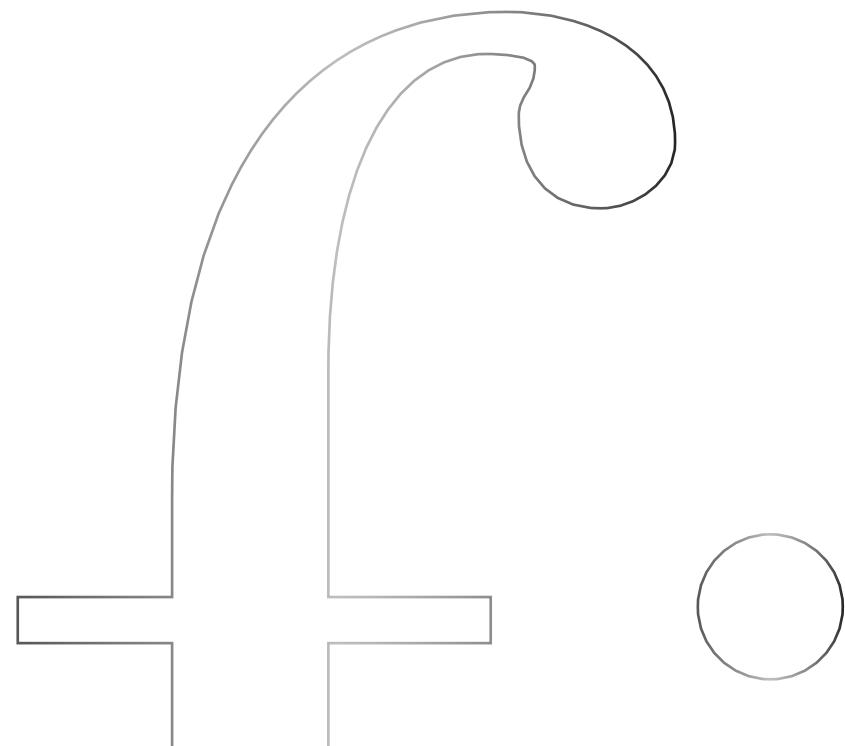
## Mission

To be India's leading destination for luxury fashion, offering curated designer wear and an **Unparalleled Shopping Experience.**



## AIM

To elevate India's lifestyle and fashion standards by offering a curated, trendy selection of **Apparel Under One Roof.**



# Multi Designer Store in India

**India Fashion Retail Market Size:** Valued at **\$60.12 Billion** in 2025, with projections to reach **\$124.32 Billion** by 2030, growing at a **CAGR of 12.87%**.

**Luxury Apparel Market:** The luxury apparel segment is valued at **\$7.50 billion** in 2025, expected to grow to **\$10.70 Billion** by 2033, at a **CAGR of 3.60%**.

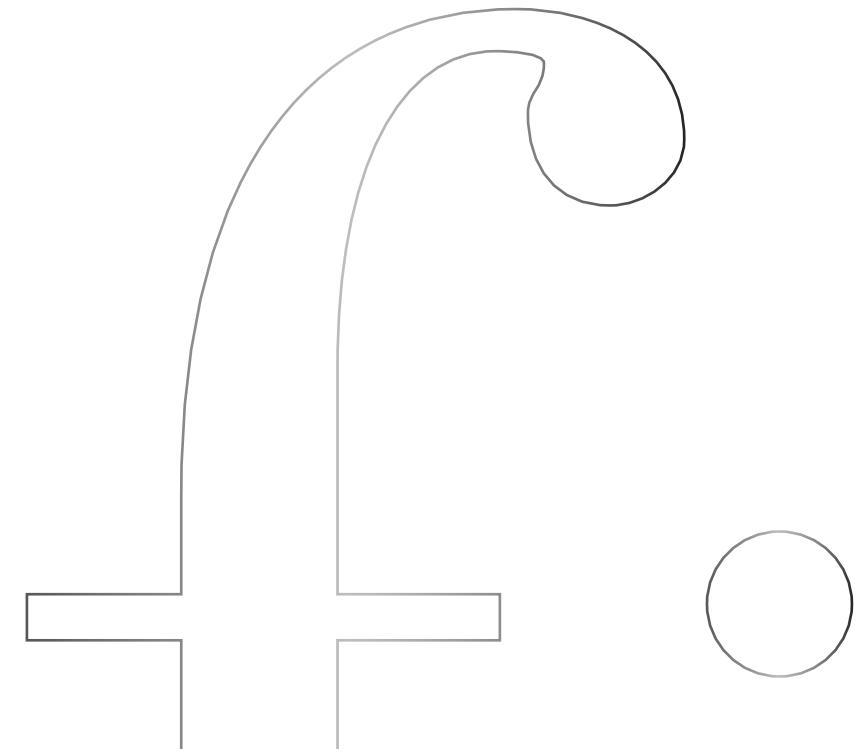
**Tier I Cities:** **Mumbai, Delhi, Bengaluru and Chennai** dominate the luxury fashion retail sector due to their affluent consumer base and high retail real estate activity.

**Tier II & III Cities:** Cities like **Chandigarh, Ahmedabad and Pune** are emerging hubs for luxury fashion, driven by rising incomes and digital access.

**Rising Disposable Incomes:** An expanding middle class with increased purchasing power is fueling demand for **Luxury and Designer Fashion**.

**Celebrity Endorsements: Influence Of Bollywood** and fashion icons is driving trends and consumer preferences.

# What is FashionTV?



**World's Largest Fashion & Lifestyle  
Television Channel**

**2+ Billion** Viewers Worldwide

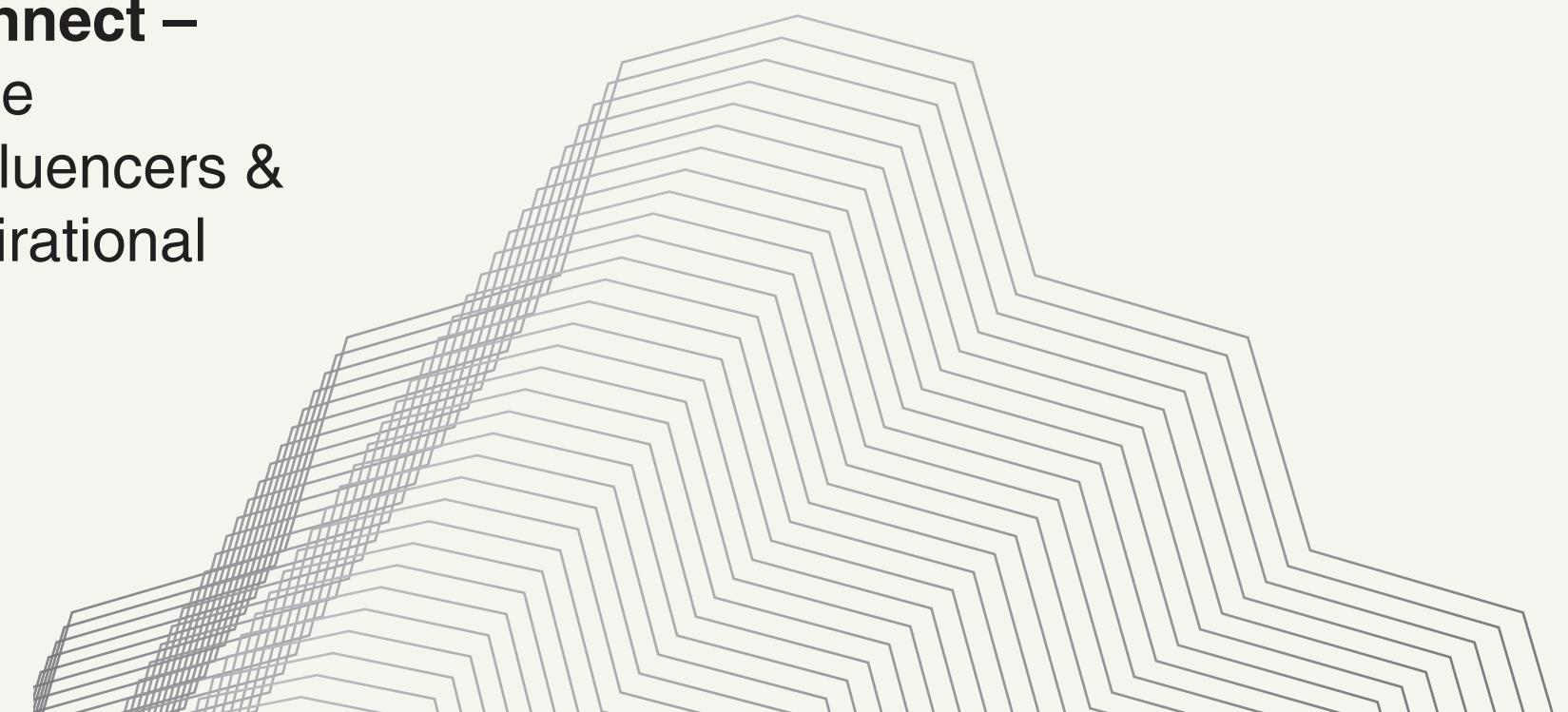
**196 Countries** Presence

**500+ Million** Households

**30th Year** Counting Since 1997

# What is f· Franchise *By* FTV?

- » **Unmatched Brand Recall –** FashionTV is a globally recognized luxury authority, instantly elevating the credibility of any business.
- » **Built-in Marketing Power –** Access to FashionTV's media ecosystem ensures constant visibility through digital, events & social media.
- » **Celebrity & Influencer Connect –** FTV franchises get exclusive association with models, influencers & luxury events, boosting aspirational appeal.
- » **Cross-Promotion Advantage –** Franchisees benefit from FashionTV's synergy across 50+ verticals (beauty, fitness, fashion, nightlife, education, retail).
- » **High Aspirational Value –** Owning an FTV franchise places you among the elite circles of fashion & lifestyle, giving social prestige beyond business returns.



# What is f. Multi Desginer Store *By* FTV?

01

**India's Fastest-Growing**  
Luxury Retail Chain

02

Backed by FashionTV – the  
**World's Largest Fashion &**  
**Lifestyle Television Channel**

03

**Exclusive Fashion-Luxury**  
**Destination** – Where global  
designer collections meet  
curated style experiences

04

**FTV Diamond-Inspired Store-**  
**Fronts** – Crafted to showcase  
exclusivity, elegance and  
trend-forward design



360° Fashion & Retail Experience –  
**Premium Multi-Designer**  
**Offerings** elevated to international  
luxury standards

# Why FashionTV?

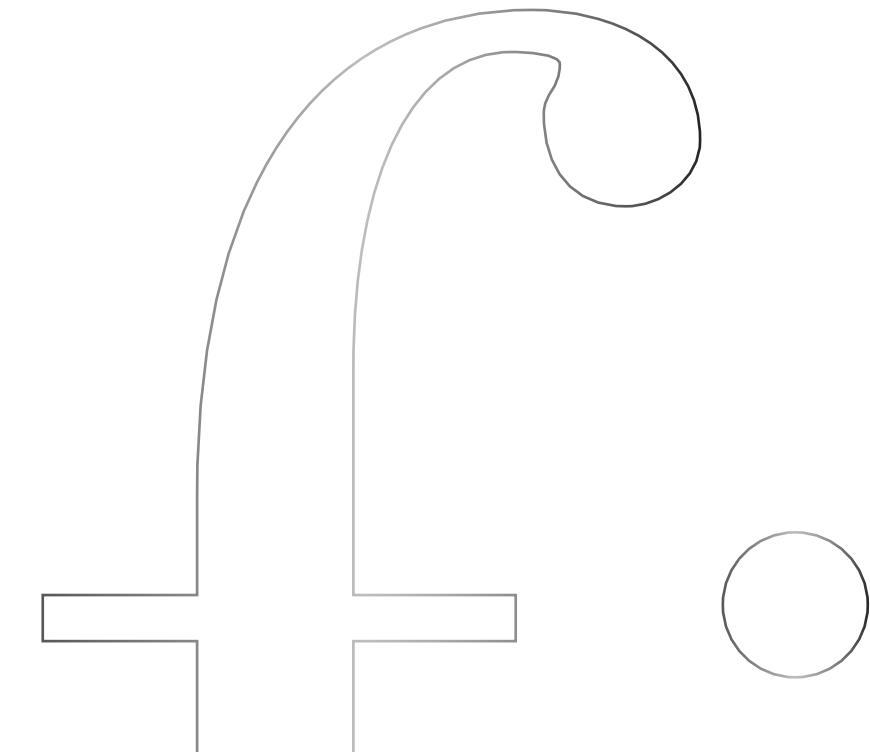
Backed with the **Most Viewed, Proven & Stable  
High-End** Luxury Fashion & Lifestyle Television Channel

FashionTV / FTV / F is truly an **Authority In Fashion**

**Live FashionTV Channel** with FashionTV shows from  
across the globe

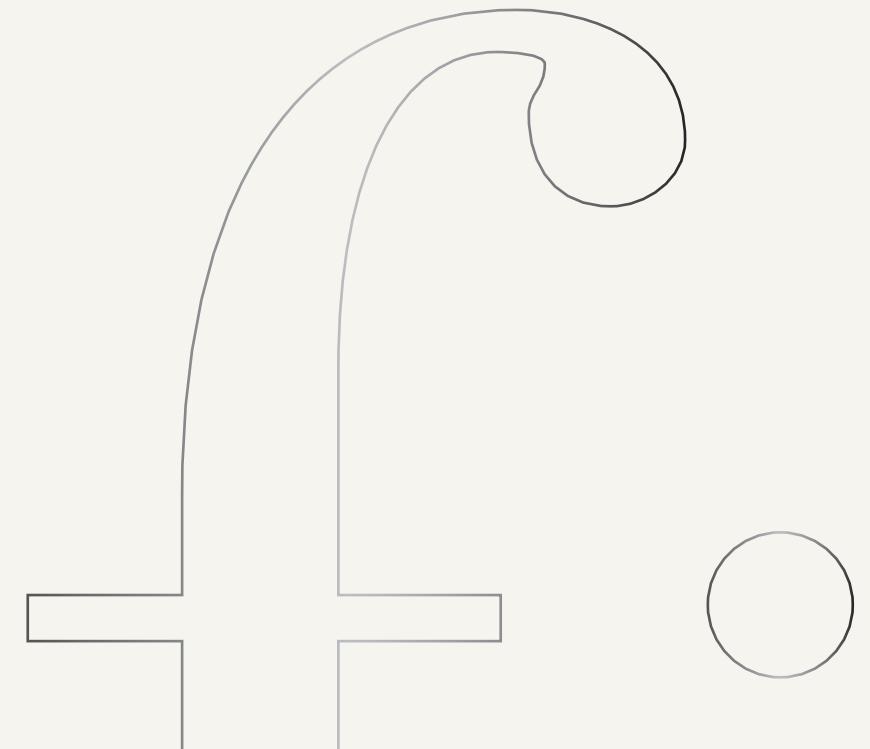
**Promotional Videos of FashionTV Parties** from across  
the globe

Special **Promotional Events** and **Exclusive Fashion  
Shows**



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# Why f. Multi Desginer Store *By* FTV?

01

High-return model  
delivering **Yearly ROI**  
across scalable formats

02

**360° Franchise Support**  
covering location, interiors,  
recruitment, training, PR  
and marketing

03

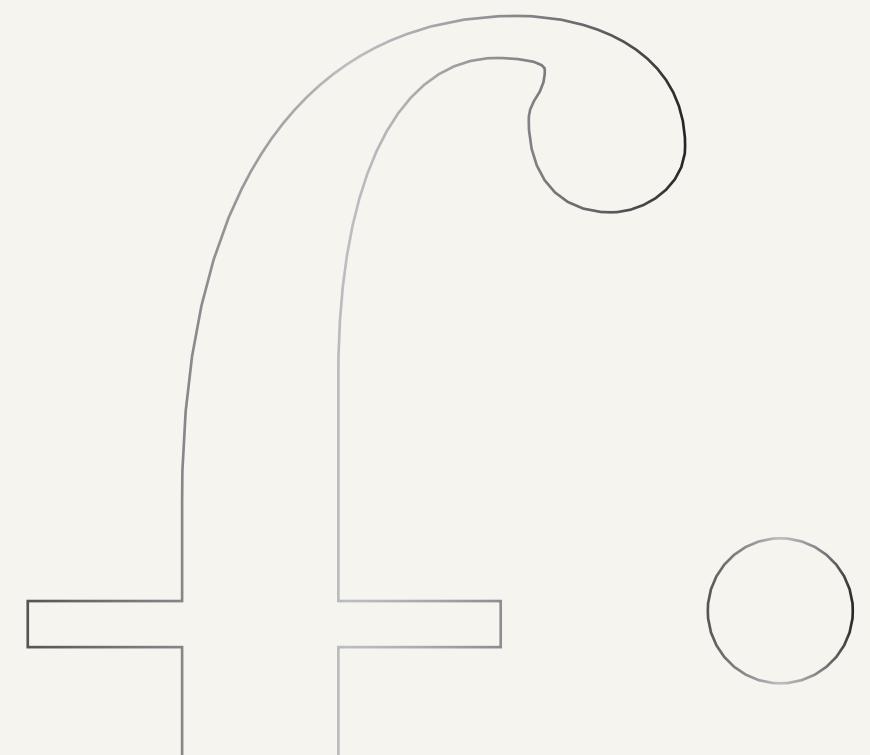
**Direct Access To Premium  
Clientele**; the city's elite,  
influencers, and  
fashion-forward society

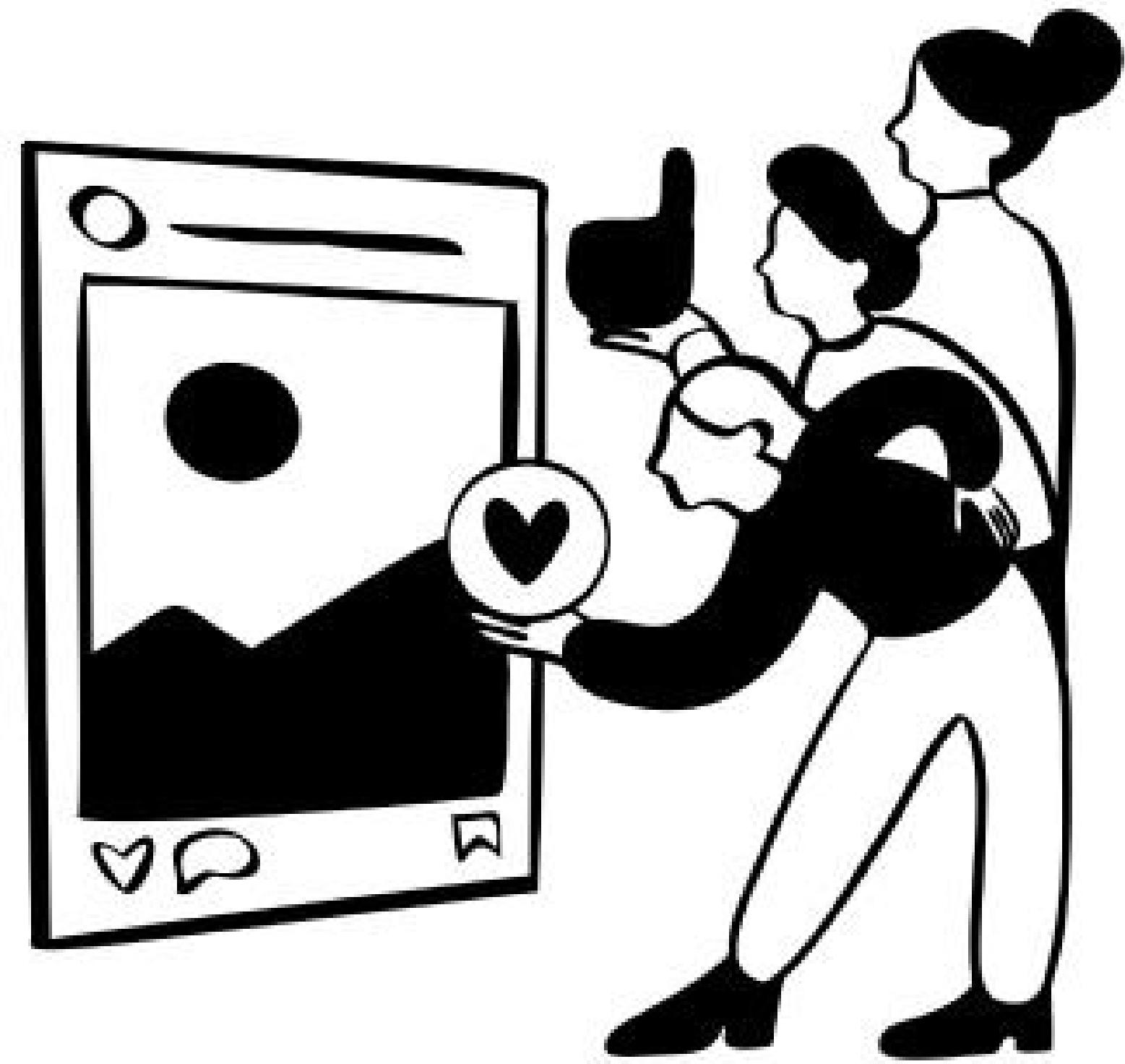
04

Global visibility **Powered  
By FashionTV's Media  
Network**, events and  
digital channels

05

Built-in organic marketing  
with **Daily Customer  
Stories** amplifying reach and  
create instant buzz





- **12 Channels - 24/7** dedicated to Fashion & Lifestyle
- **UHD 4K and 8K** 24 hours channels
- Available on leading **OTT Platforms** all over the world
- **100 Plus Hours** of new fashion and lifestyle content every week
- Available on **250** Global Cable Satellites
- Viewed on **10 Million** Public TV Sets
- FashionTV App gets **500K** subscribers & 35K installation per Month

# Our Reach

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

Be on the VIP list of  
every Invitee List of  
your City Events

05

Become the respected  
player in your city  
fashion industry

06

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

07

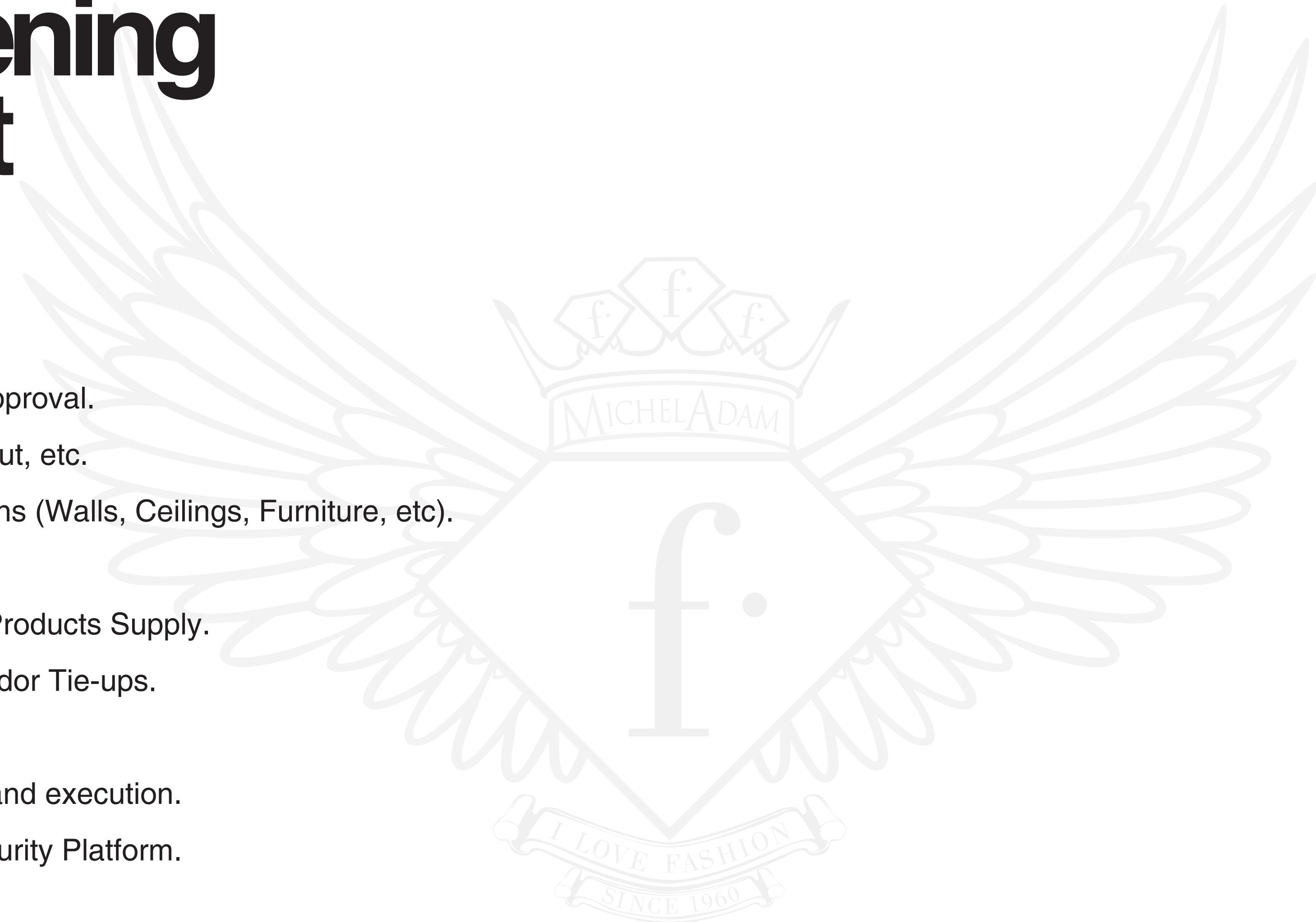
Use the FTV visiting card  
as your power currency

08

# 360°

P A R T N E R S H I P   S U P P O R T

# Pre Opening Support



- 1. Location analysis and approval.
- 2. Architect, Designs, Layout, etc.
- 3. Diamond Inspired Designs (Walls, Ceilings, Furniture, etc).
- 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.

1

# Launch Support

1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. Promotions.
4. Cross Marketing.



# Post Opening Support



1. Sales Incremental Strategies.
2. Audits.
3. Promotional Offers.
4. FashionTV Loyalty Membership programs.
5. Google and Website Listing.

3

# Franchise Basic Requirements

**AAA Location**

F Multidesigner Store by FTV should be located in a prime location of the city.

**Strong Financial Backing**

All franchisees must be able to show strong financial backing to ensure the success of the business.

**Industry Attraction**

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.

# Services

Designer  
Ensembles

Ready-to-Wear  
Garments

Trendy  
Collections

Tailored Sections from  
Signature Designers

# USPs

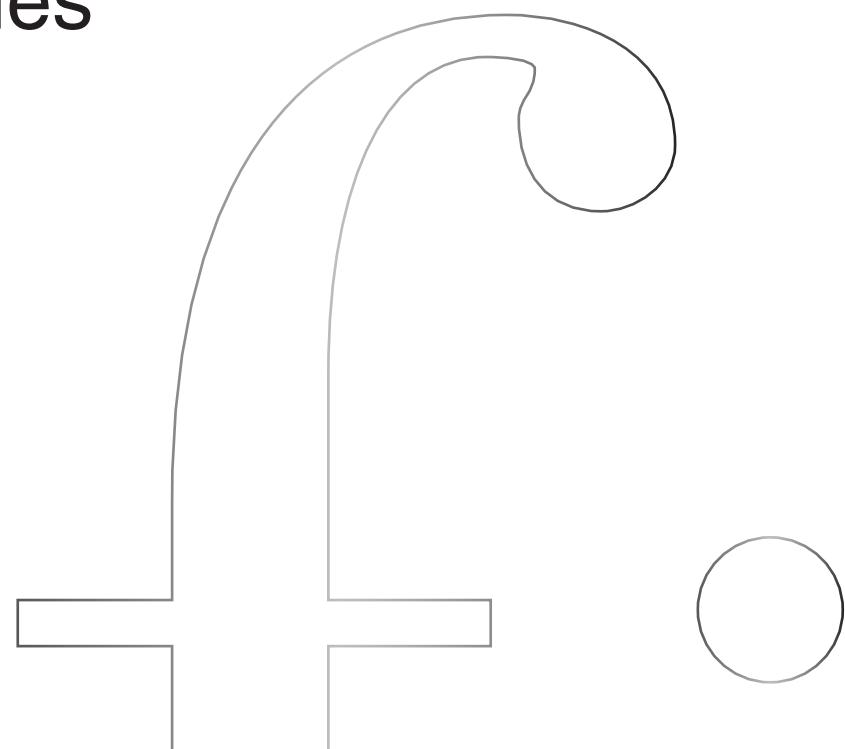
1. **8K Video Wall Fashion Shows and VJ**
2. Projections of FashionTV shows by **Top Designers**.
3. 3D FashionTV “**Floor**” stunning luxury fashion animations.
4. Live FashionTV Channel with FashionTV shows from **Across The Globe**.
5. A continuous flow of live FashionTV from **Various Fashion Hubs**.
6. **Promotional Videos** of FashionTV parties from across the globe.
7. Promotional content through **Celebrities Endorsing the Brand** from across the globe.

# USPs

FashionTV Proprietary Products

## FTV Branded Merchandise Like:

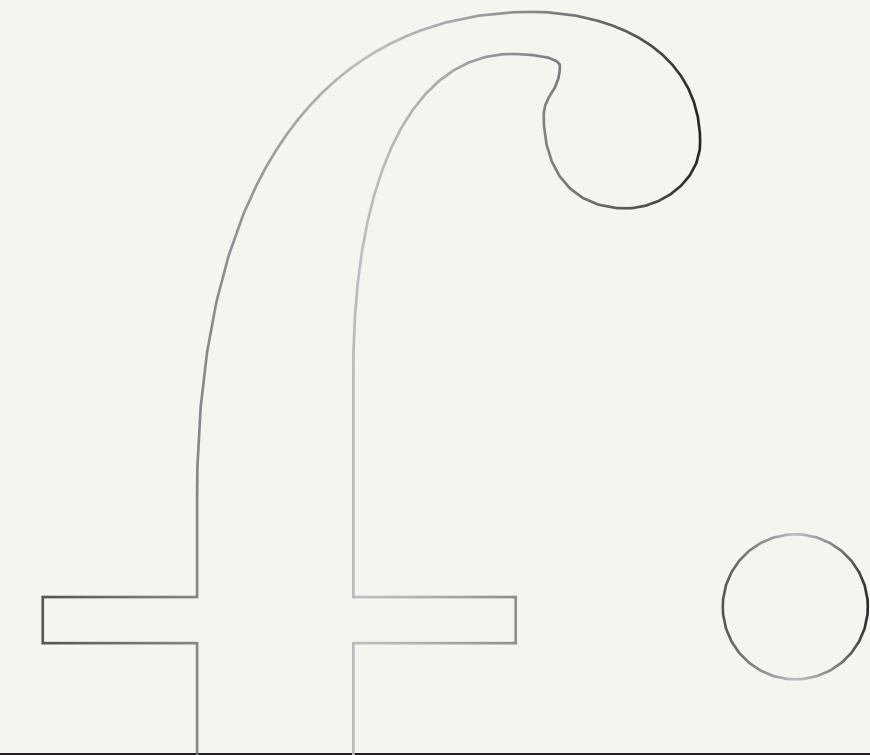
- Fashion TV Apparels
- Fashion TV Lingerie
- Fashion TV Accessories
- Fashion TV Art Jewellery
- Fashion TV Footwear
- Fashion TV Eyewear
- Fashion TV Bags
- Fashion TV Clutches



# USPs

## FashionTV Unique DIAMOND Inspired Design

- » FashionTV Ceilings and walls
- » FashionTV upholstery and tables
- » FashionTV Flyers / Printouts



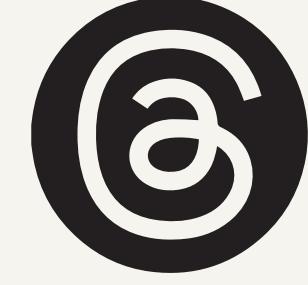
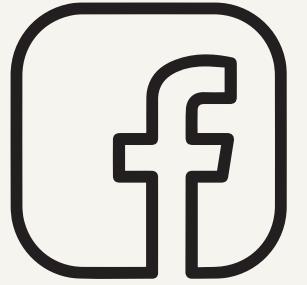
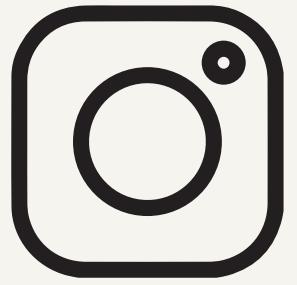
# USPs

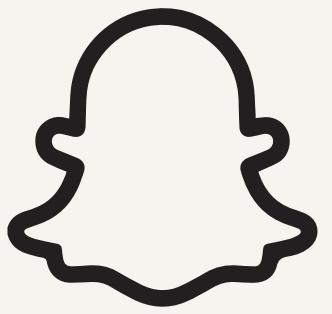
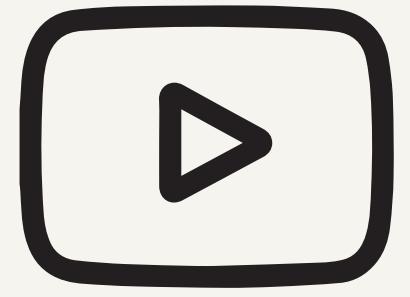
A temporary **Fashion Runway** is always placed in every luxury FashionTV Franchise vertical outlet.



- Different DESIGNER apparel can be showcased by different models
- Special Events of other products promotional show

# Social Media Marketing & Engagement



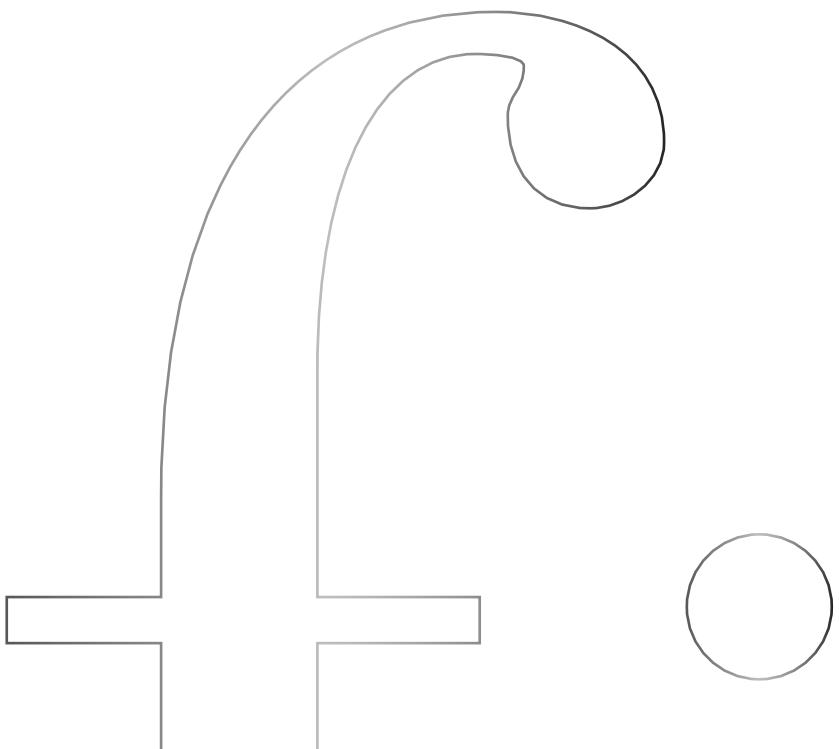


# social

## Engagement Statistics

Thanks to FashionTV's massive brand appeal and our guests' love for posting, sharing, checking in, and tagging, every F Multi desginer store by 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 Statistics

FashionTV's legacy and royal audiences have helped us reach:

→ **3+ Million** fans  
on Facebook

→ Average of **500K**  
monthly website visits

→ Average of **1.5 Million**  
monthly website impressions

→ **1 Million** subscribers  
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 Listings



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 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.