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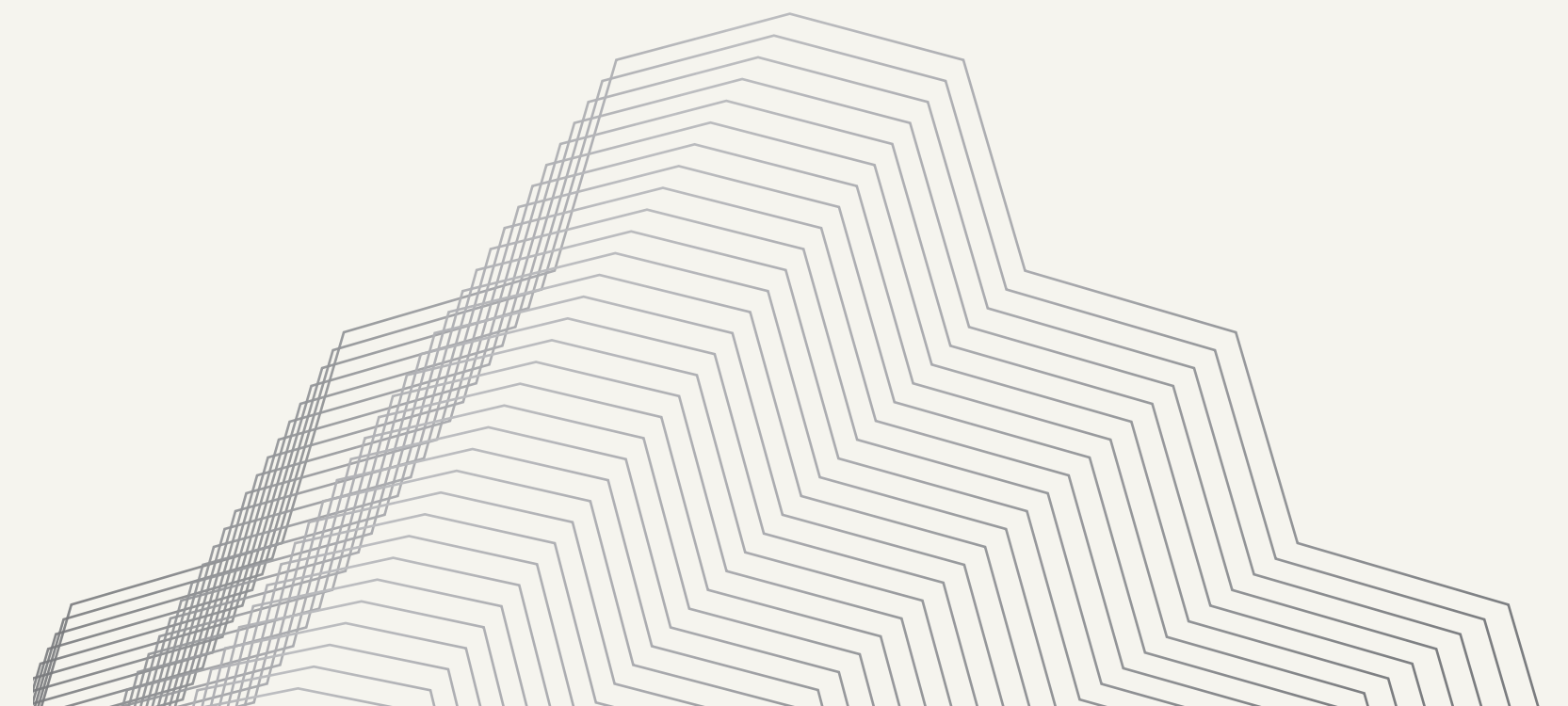
F M U L T I D E S I G N E R S T O R E B Y F T V

Sales Kit 2026

About

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.

- » 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**

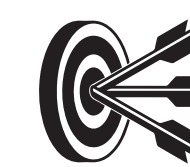


Philosophy



Vision

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



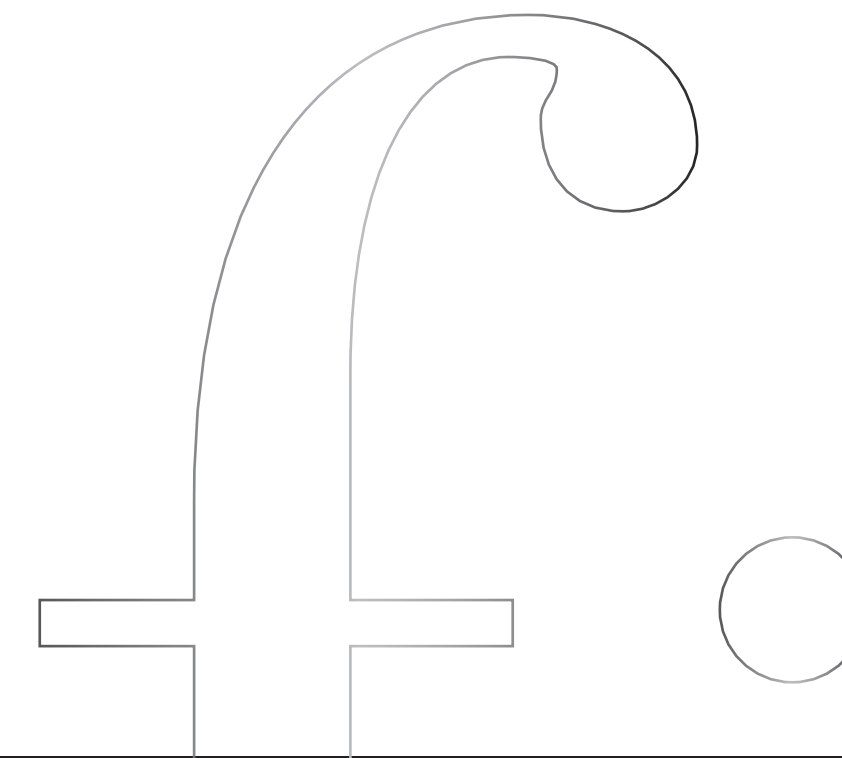
Mission

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?

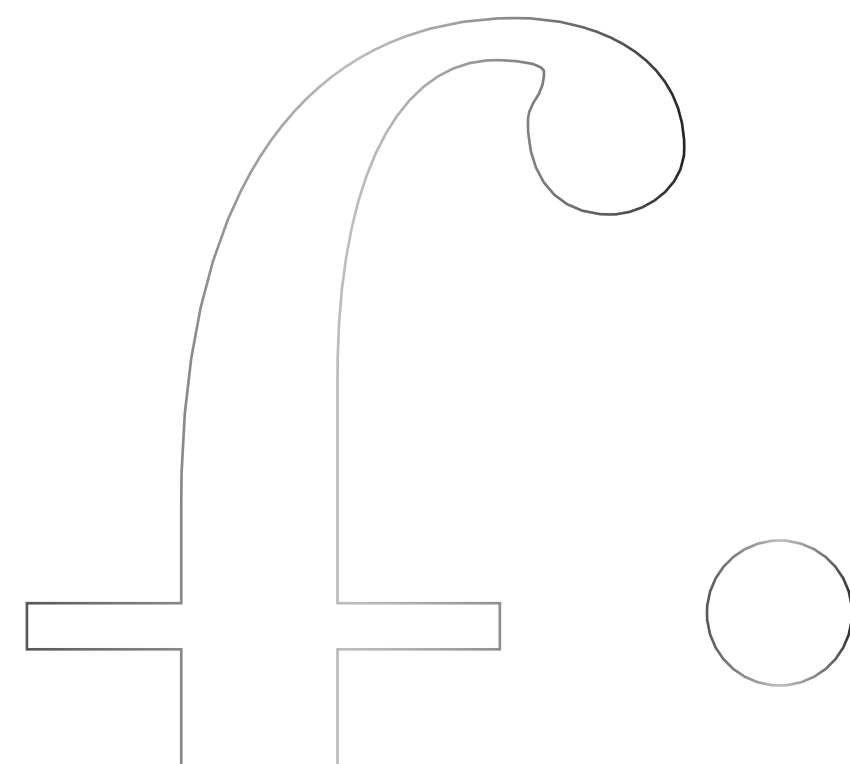
**World's Largest Fashion & Lifestyle
Television Channel**

2+ Billion Viewers Worldwide

196 Countries Presence

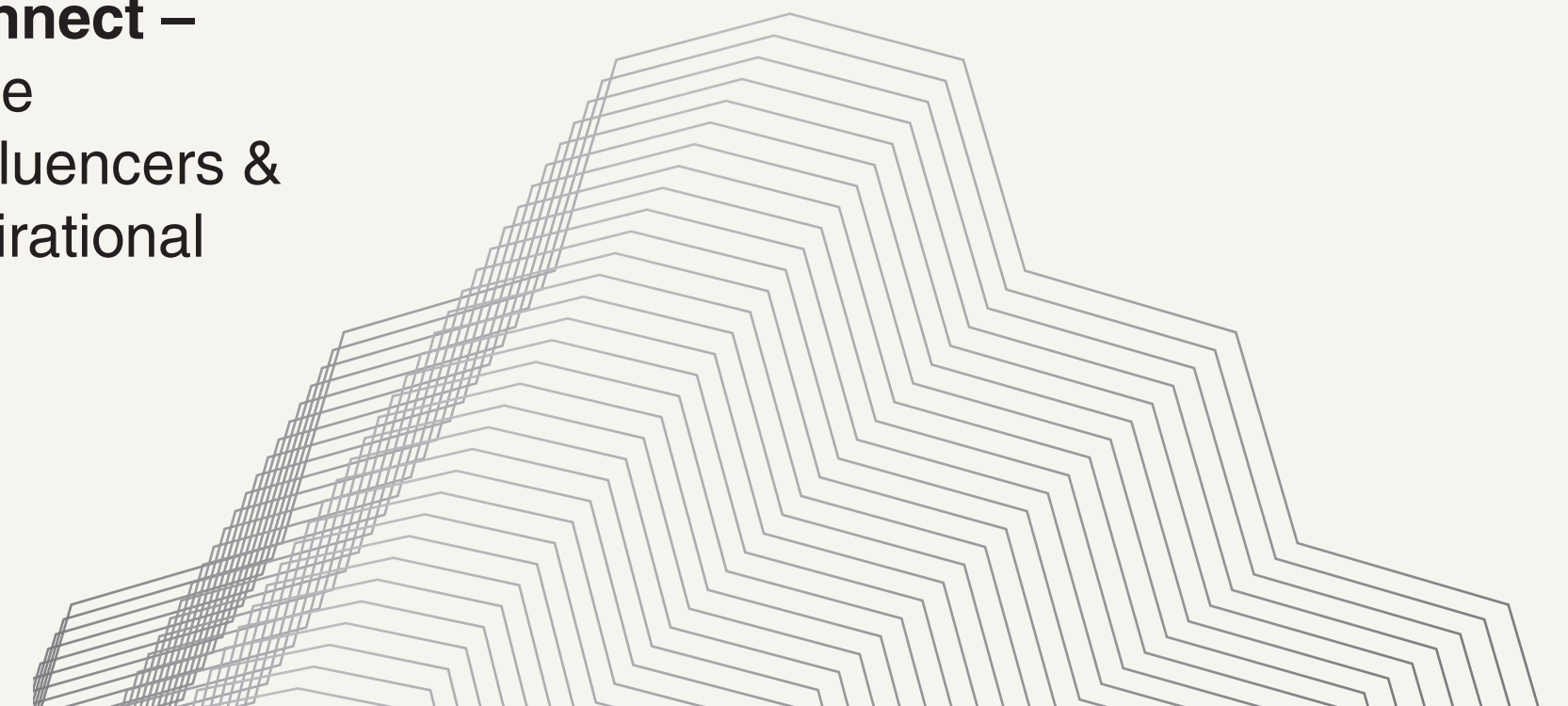
500+ Million Households

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 Designer Store *By* FTV?

01

India's Fastest-Growing
Luxury Retail Chain

02

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

03

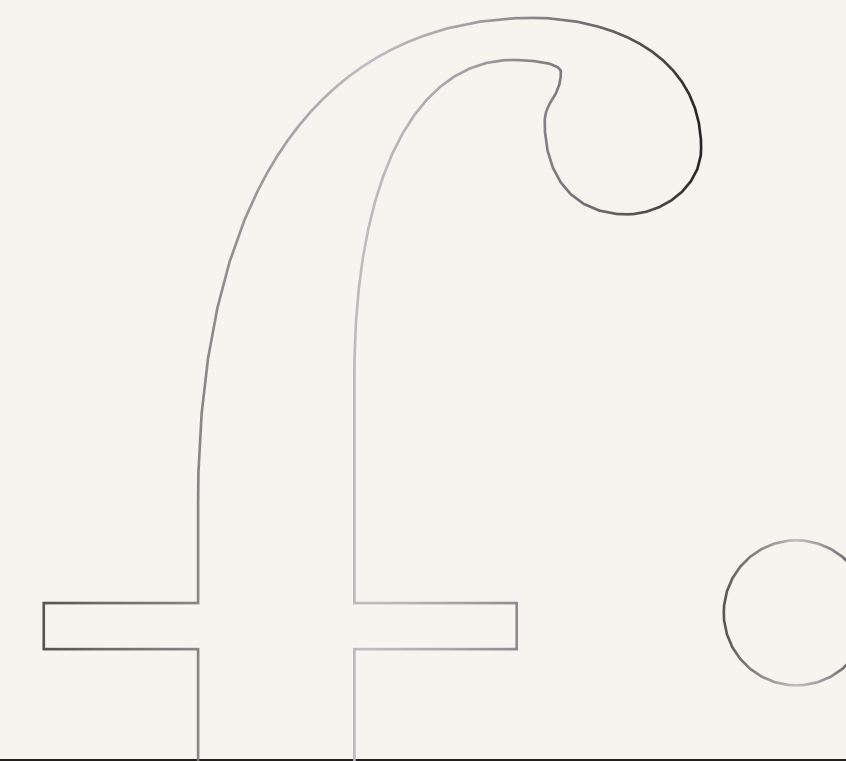
Exclusive **Fashion-Luxury
Destination** – Where global
designer collections meet
curated style experiences

04

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

05

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



Why FashionTV?

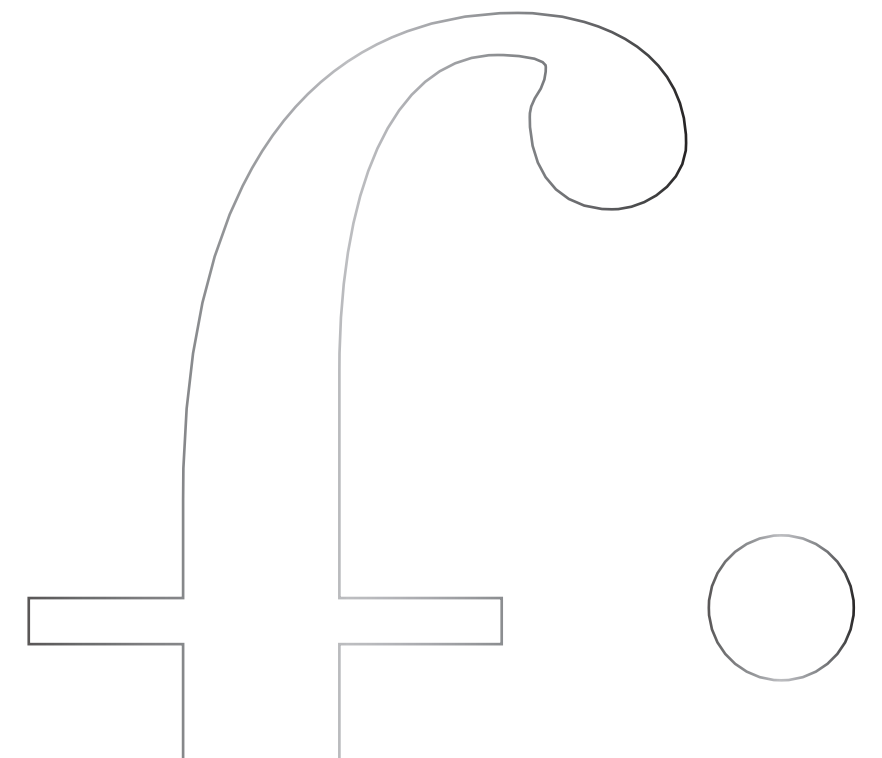
Backed with the **Most Viewed, Proven & Stable High-End** Luxury Fashion & Lifestyle Television Channel

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

Live FashionTV Channel with FashionTV shows from across the globe

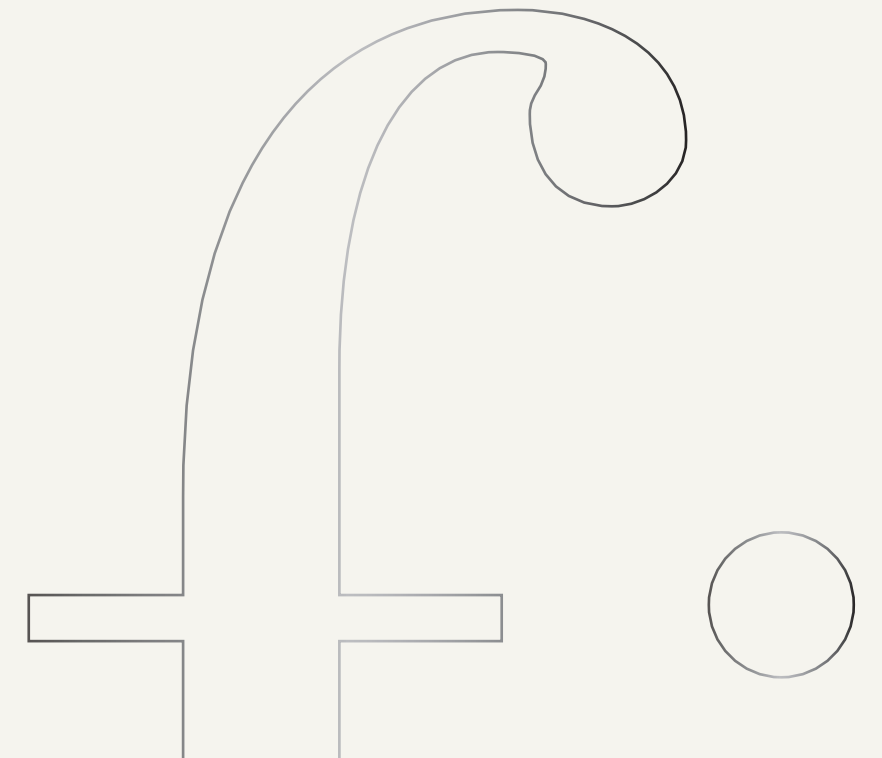
Promotional Videos of **FashionTV Parties** from across the globe

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

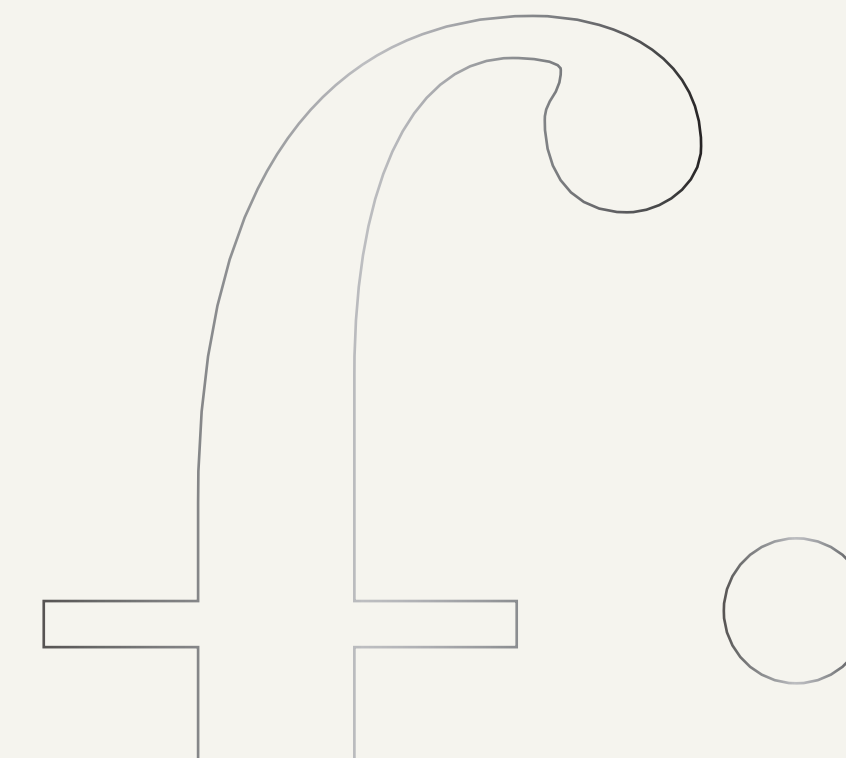
**Direct Access To Premium
Clientele;** the city's elite,
influencers, and
fashion-forward society

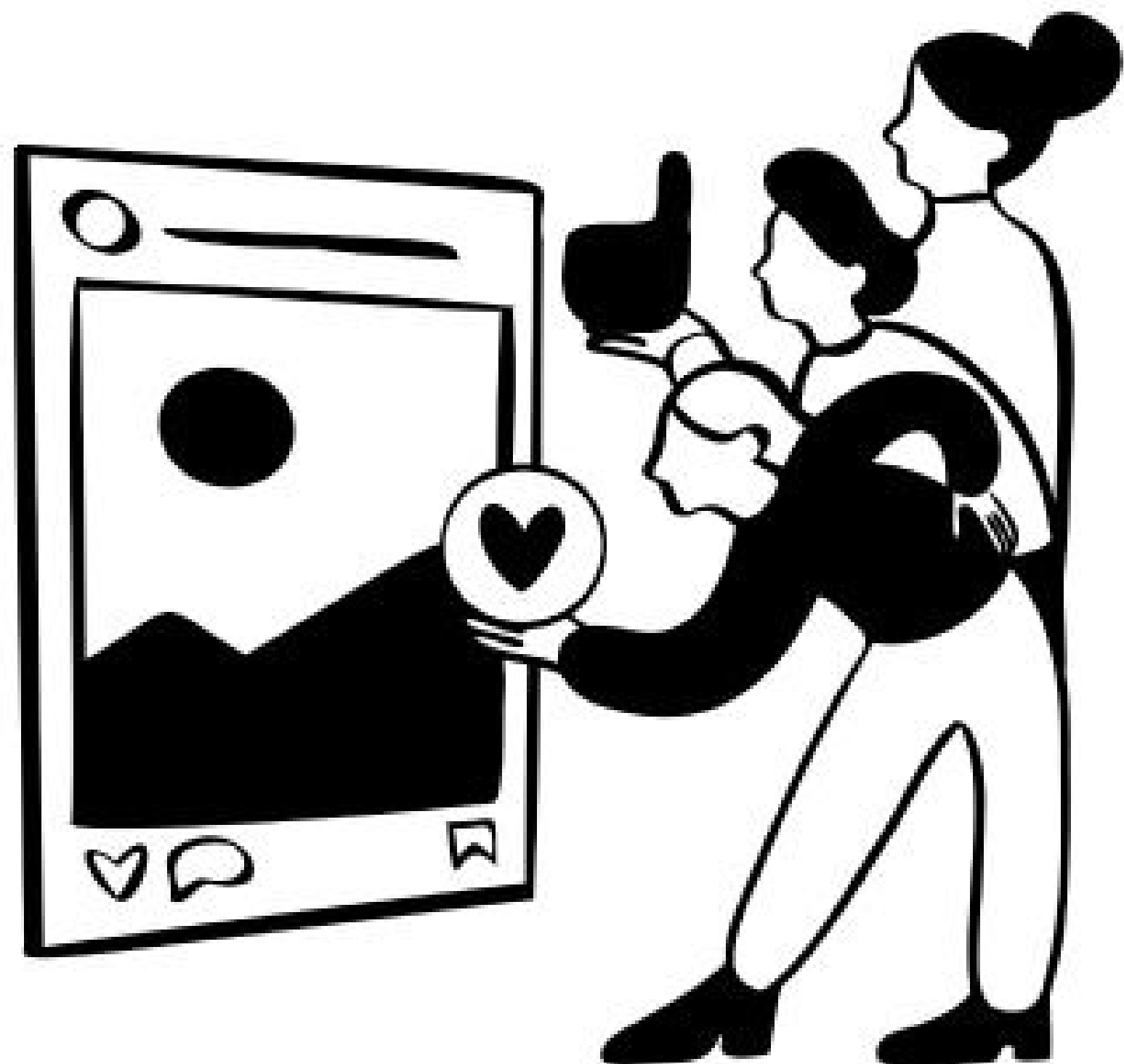
04

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°

PARTNERSHIP SUPPORT

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**



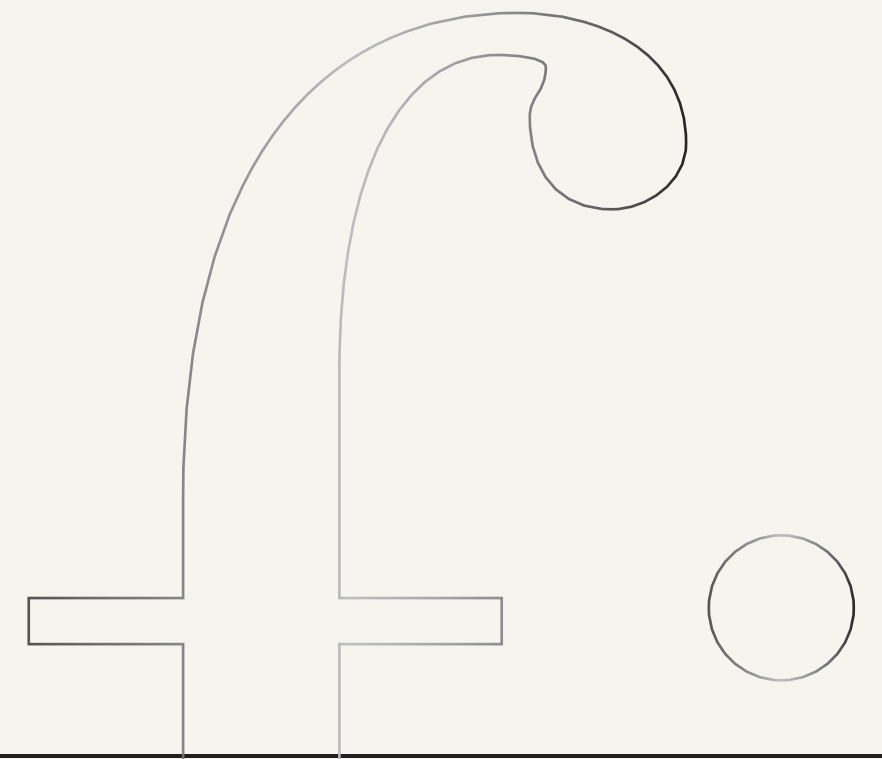
**Trendy
Collections**



**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.

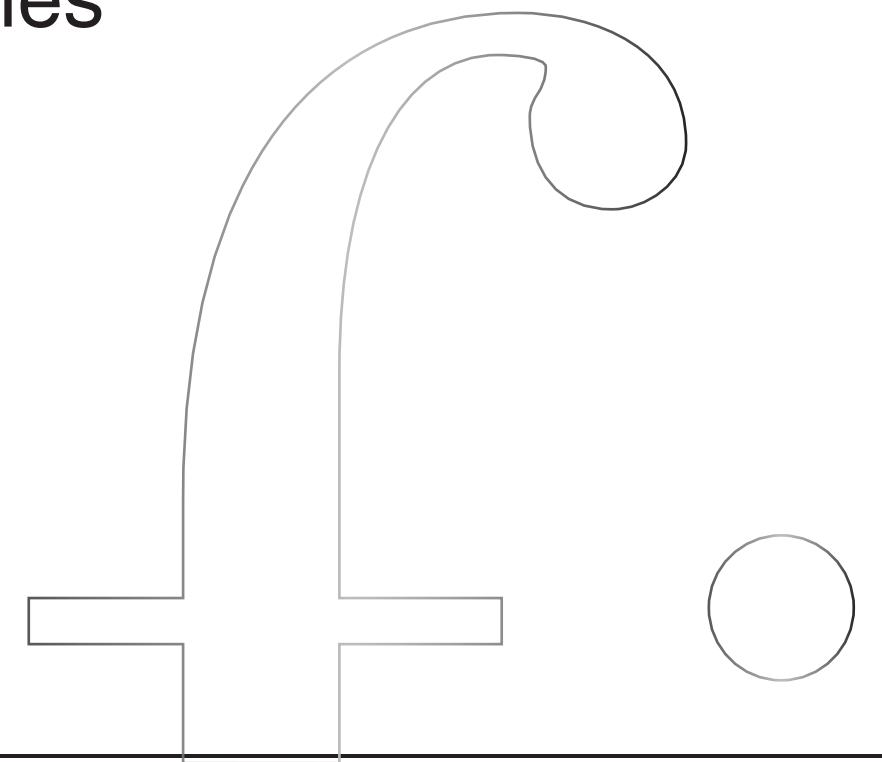


USPs

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



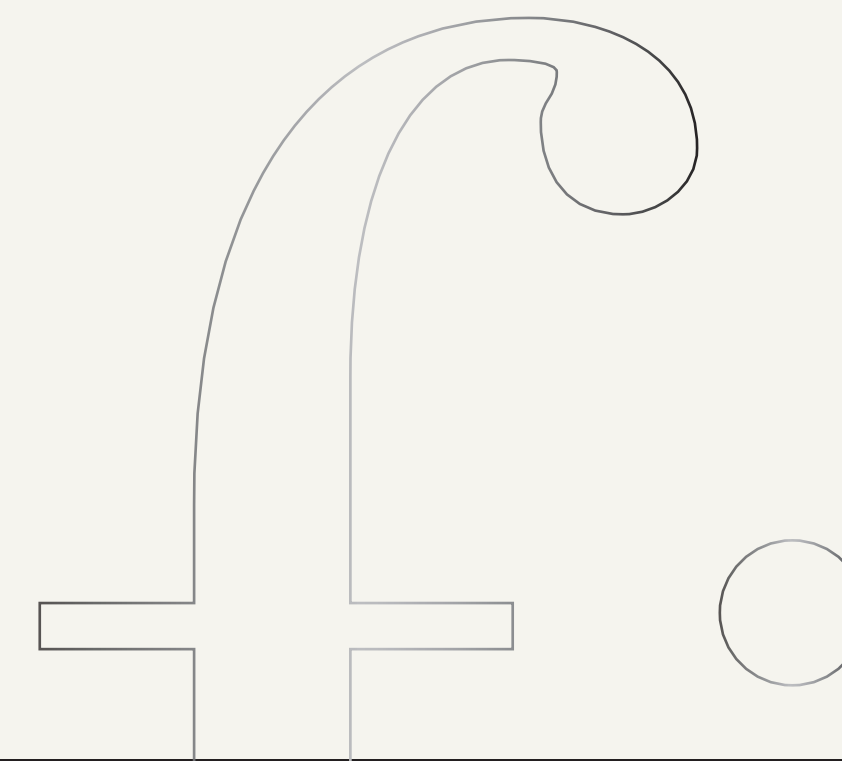
USPs

FashionTV Unique **DIAMOND** Inspired Design

► FashionTV Ceilings
and walls

► FashionTV upholstery
and tables

► FashionTV
Flyers / Printouts



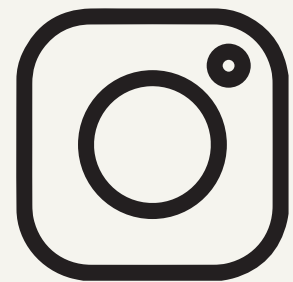
USPs

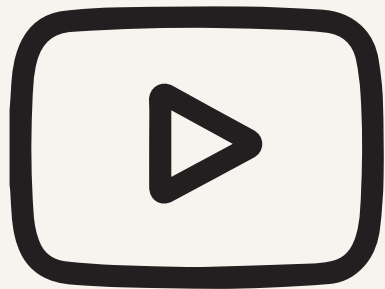
A temporary **Fashion Runway** is always placed in every luxury FashionTV Franchise vertical outlet.

Special mall Events

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

Social Media Marketing & Engagement



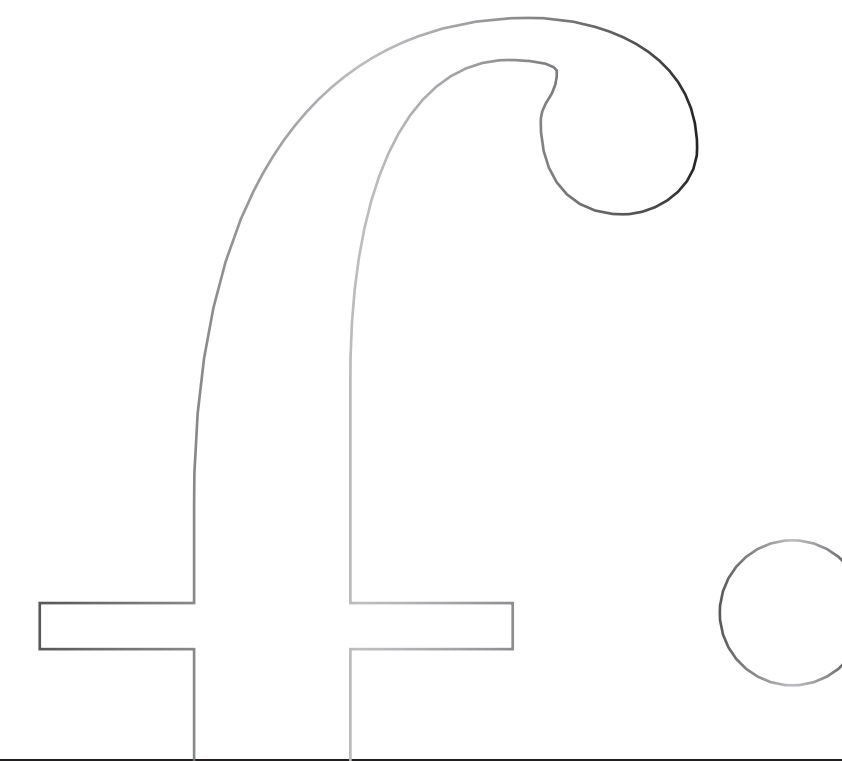


social

Engagement Statistics

Thanks to FashionTV's massive brand appeal and our guests' love for posting, sharing, checking in, and tagging, every F Multi designer 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.