

f. *Multi Designer* STORE

By  fashiontv

2 0 2 6 - S A L E S K I T

A luxury multi-designer retail destination curating premium fashion for India's style-conscious elite.

BRAND POWER

Backed by FashionTV

✦ 2B+ viewers ✦ 196 countries, ✦ 500M+ households, ✦ 30th Year counting

What is
f. *Multi Designer*
STORE by FTV?

- ✧ **Luxury** apparel, accessories & lifestyle
- ✧ **High-End** retail experience
- ✧ **Fashion-Forward** visual merchandising
- ✧ **Elite**, aspirational clientele focus



Market Opportunity

- ✧ India fashion retail: **\$60B+** and growing
- ✧ **Luxury** apparel demand **Rising** steadily
- ✧ **Tier 1** dominance, **Tier 2–3** emerging
- ✧ **Celebrity** & influencer-driven buying
- ✧ **Strong** appetite for curated luxury retail

Why
f. *Multi Designer*
STORE by FTV
stands out ?

- ✧ FashionTV **Global** recall
- ✧ Designer **Curation** under one roof
- ✧ **Diamond**-inspired **Luxury** stores
- ✧ High social **Visibility** & footfall appeal
- ✧ Not just retail — a fashion **Destination**

Business Model

- ✧ Revenue from designer sales & **Exclusives**
- ✧ **Premium** margins on curated collections
- ✧ Event-driven & **Repeat** customer model
- ✧ **Scalable** across cities and formats

01 PRE-LAUNCH SUPPORT

- ✧ **Location** analysis & approval
- ✧ Store design & **Branding Integration**
- ✧ Vendor & designer **Onboarding**
- ✧ Staff **Recruitment** & training
- ✧ **Proprietary** product access



02 LAUNCH SUPPORT

- ✧ PR & **Influencer**-led store opening
- ✧ FashionTV-aligned launch **Events**
- ✧ Social media & digital **Promotions**
- ✧ Cross-brand **Visibility** within FTV network



03 P L Post Launch Support

- ✧ **Sales** & performance audits
- ✧ Seasonal refresh & **Promotions**
- ✧ **Loyalty & Repeat** strategies
- ✧ Local digital **Marketing** support



Ideal Partner

- ✧ Fashion & retail **Entrepreneurs**
- ✧ Mall & high-street **Investors**
- ✧ **Luxury** lifestyle business owners
- ✧ **Growth**-focused brand builders

Franchise Requirement

- ✧ **AAA** location in the city
- ✧ **Strong** financial capability
- ✧ **Passion** for luxury fashion retail
- ✧ Brand-aligned **Growth** mindset

Our Board

Kashiff Khan
Managing Director, *FashionTV*



Michel Adam
Founder, *FashionTV*

f. *Multi Designer* STORE

By  fashiontv

A brand-powered luxury retail franchise delivering high visibility, premium margins, and scalable fashion-led growth.