

f·MADE TO MEASURE

**Sales Kit
2026**



ABOUT

F Made To Measure By FTV offers exclusive tailoring services designed for the fashion-conscious elite. Each creation is **Meticulously Crafted** to reflect the client's personality, social standing and the occasion.

Recognized as a Premier Destination For Luxury Fashion, F Made to Measure delivers bespoke tailoring that seamlessly blends style, sophistication and individuality.

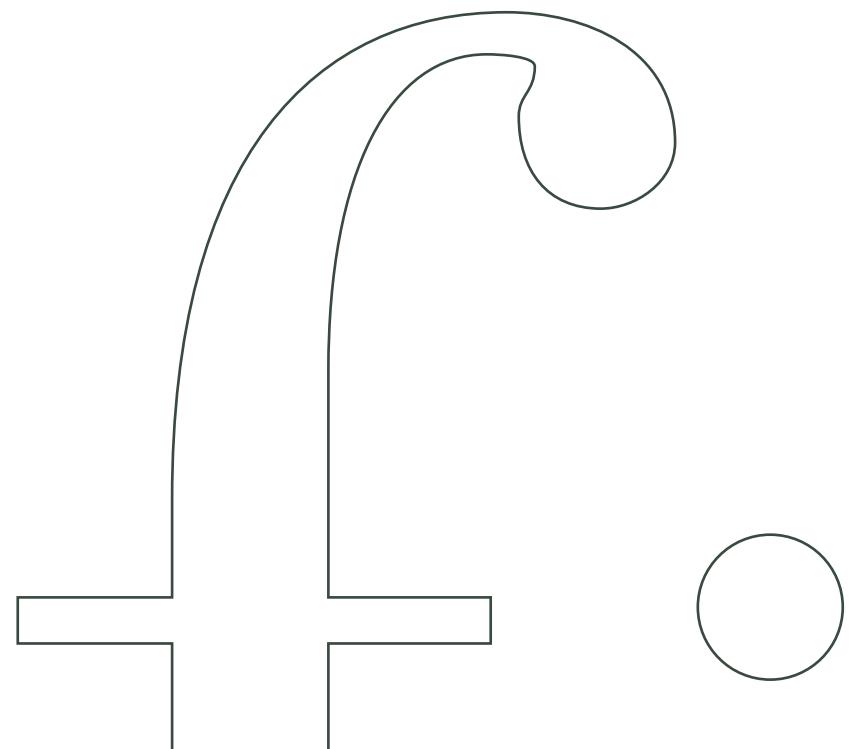
Offers luxury fabrics and premium craftsmanship sourced from global suppliers

Ensures perfect fit and comfort, tailored to each client's unique measurements

Provides bespoke design consultations, allowing clients to co-create their signature look

Blends international trends with local sensibilities to create timeless fashion statements

Recognized for setting benchmarks in elite fashion retail, making it a coveted brand among India's luxury clientele



PHIL OSO PHY

VISION

To forge enduring relationships with our clients while delivering the finest in bespoke luxury fashion tailored to their individuality.

MISSION

To establish ourselves as India's premier destination for bespoke garments and luxury fashion, offering clients unparalleled style, personalization and an exclusive

AIM

To elevate lifestyle and fashion standards in India by introducing glamorous, trend setting apparel that defines elegance and sophistication.

LUXURY TAILORED CLOTHING IN INDIA

01

Market Size: The Indian luxury apparel market was valued at \$7.50 billion in 2024 and is projected to reach \$10.70 billion by 2033, growing at a CAGR of 3.60% from 2025 to 2033.

03

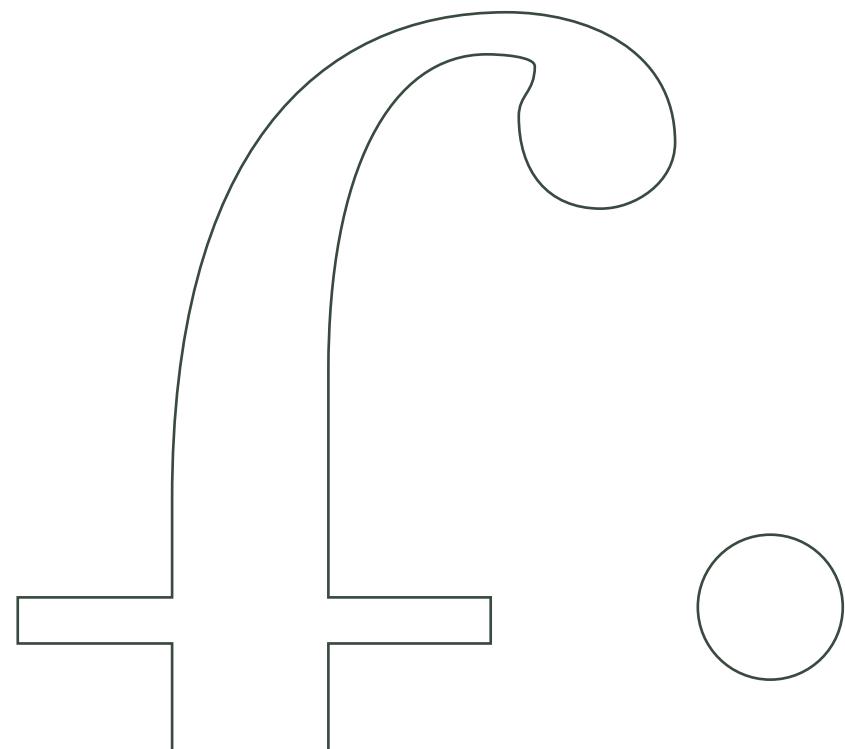
Custom-Made Clothing: The market for custom-made clothes in India is projected to reach \$107.56 billion by 2029, expanding at a CAGR of 10.5% from 2025 to 2029.

02

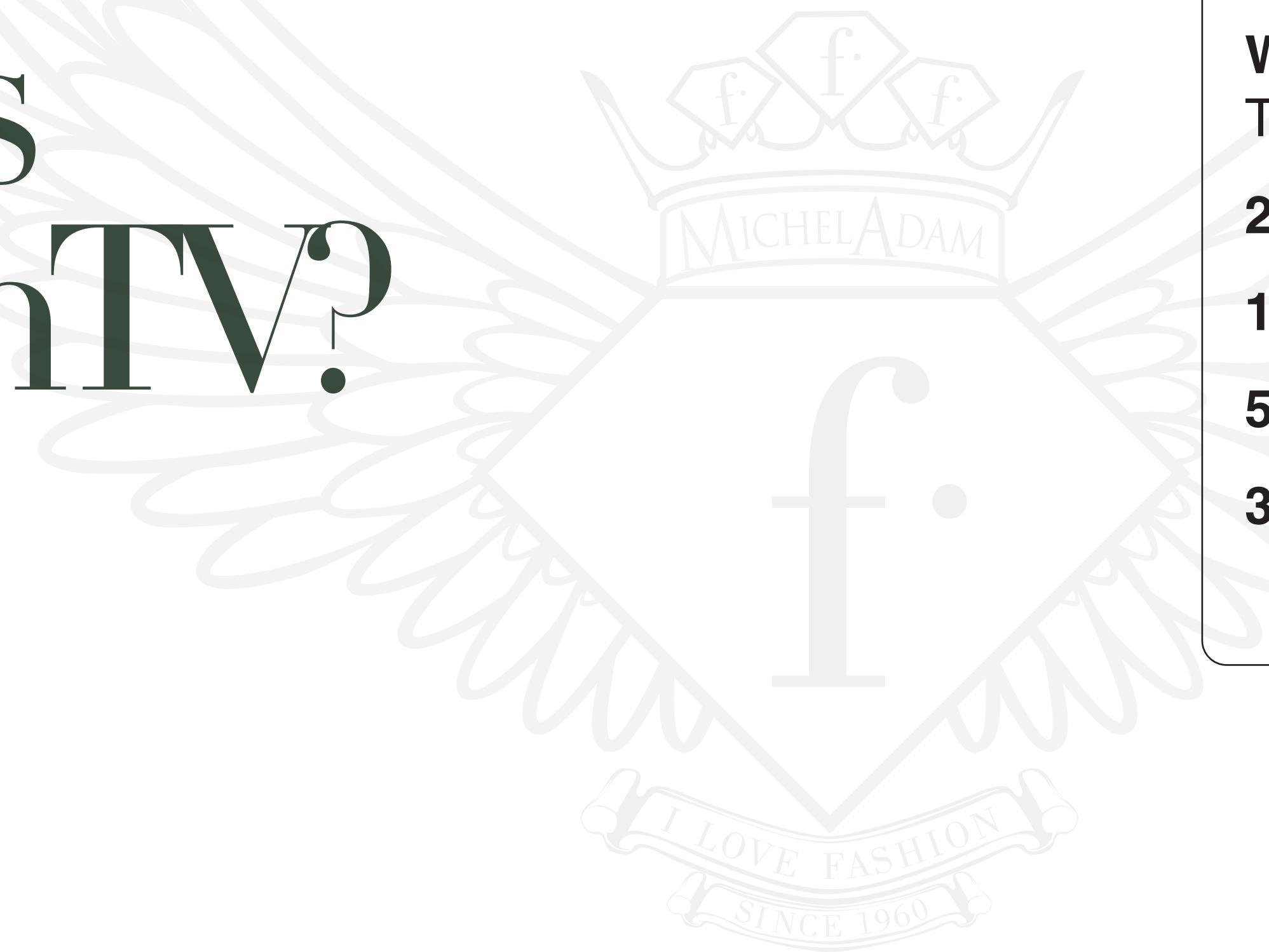
Luxury Fashion Market: The broader Indian luxury fashion market reached \$9.37 billion in 2025 and is expected to grow to \$15.13 billion by 2033, with a CAGR of 5.03% during 2025–2033.

04

Affluent Consumer Base: The increasing number of high-net-worth individuals and a growing middle class with disposable income are driving the demand for luxury and tailored clothing.



What is FashionTV?



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

2+ Billion Viewers Worldwide

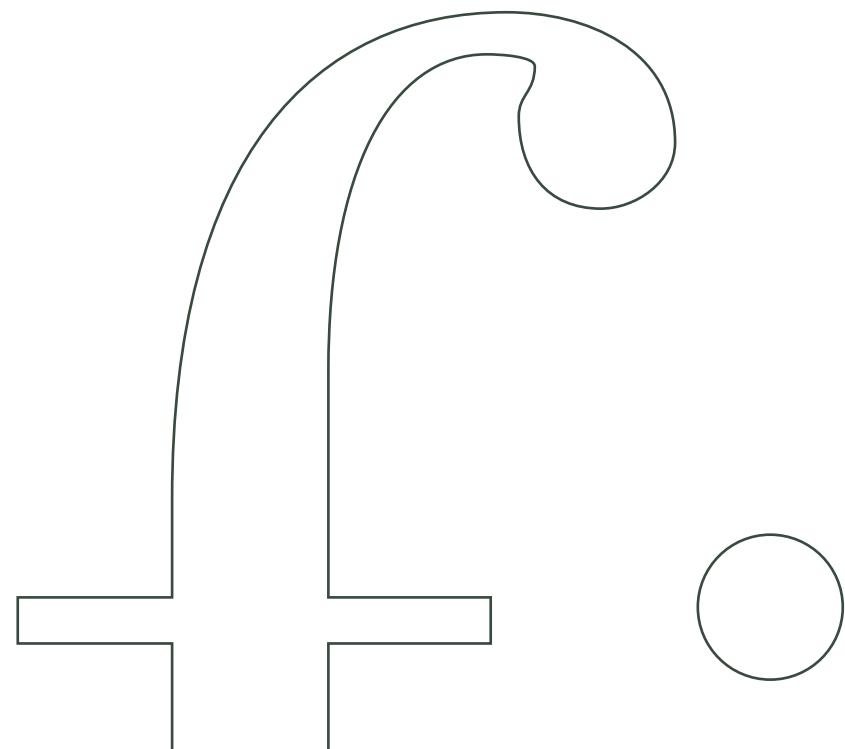
196 Countries Presence

500+ Million Households

30th Year Counting Since 1997

What is f·Franchise *By* FTV?

- » A global franchise ecosystem by FashionTV, the world's largest fashion & lifestyle television channel in **196 Countries**.
- » World's Largest Franchise Bouquet, offers **50+ Luxury Franchise Opportunities** across Beauty, F&B, Wellness, Fitness, Fashion, Nightlife, Education & Retail.
- » Provides **360° Franchise Support** – from location selection, interiors, recruitment, training, PR, to digital marketing.
- » **Connects Entrepreneurs To FashionTV's Global Network** of 2B+ viewers & 500M+ households, ensuring aspirational positioning.
- » Backed by 30th Year of global fashion authority, making it one of the **Most Prestigious and Profitable Luxury Franchise Models Worldwide**.



What is f·Made to Measure *By FTV?*

01

India's Fastest-Growing
Luxury Retail Chain

02

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

03

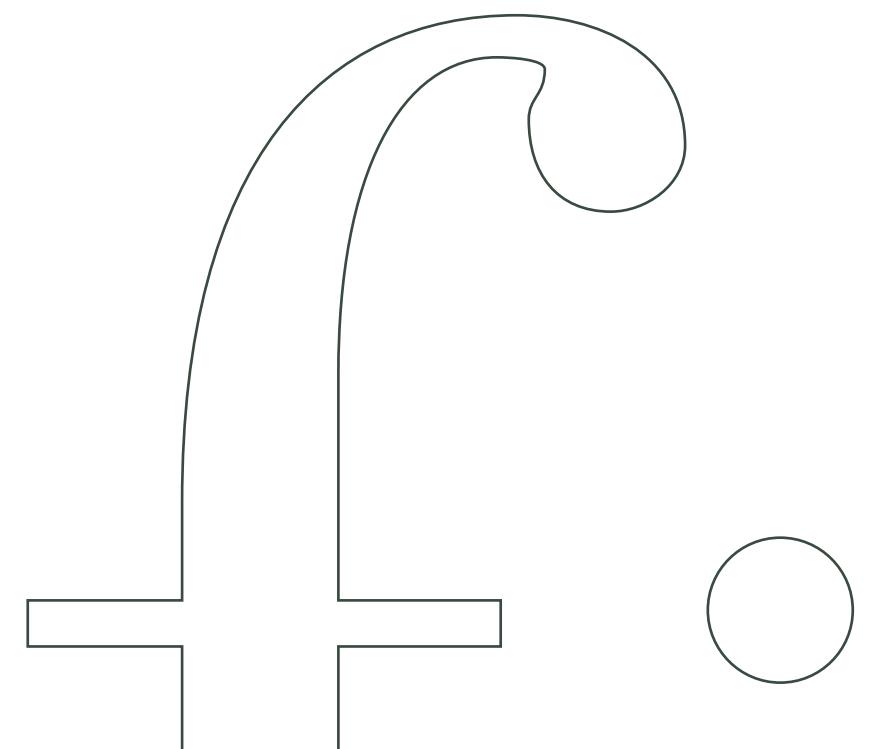
Elite Fashion-Luxury Hub – A
destination where bespoke
craftsmanship and global
designer collections converge

04

FTV Diamond-Crafted
Spaces – Storefronts that
radiate exclusivity, sophisti-
cation, and contemporary
style

05

360° Fashion & Retail Journey –
Multi-Designer Ensembles and
tailored experiences, elevated to
International Benchmarks of
Luxury



Why FashionTV?

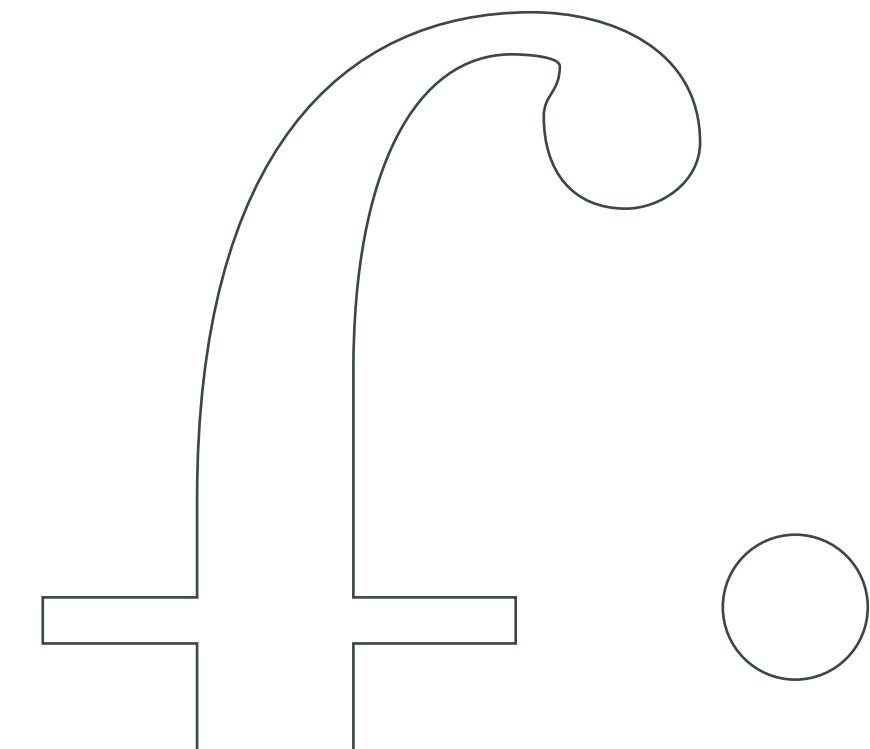
Backed with the **Most Viewed, Proven & Stable**
High-End Luxury Fashion & Lifestyle Television Channel

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

Live FashionTV Channel with FashionTV shows from
across the globe

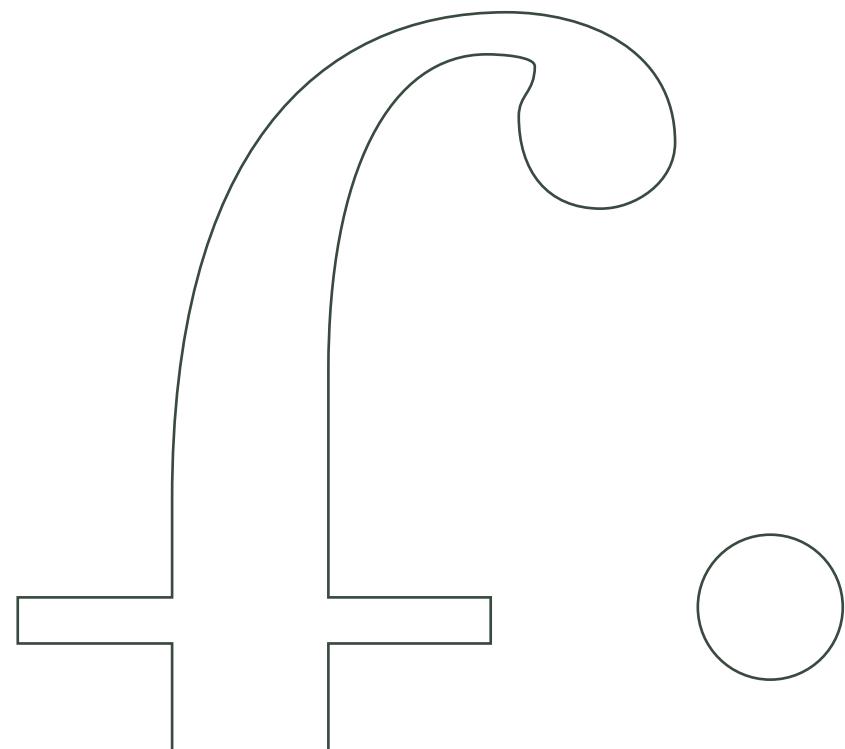
Promotional Videos of FashionTV Parties from across
the globe

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



Why f·Franchise *By* FTV?

- **Unmatched Brand Recall –** FashionTV is a globally recognized luxury authority, instantly elevating the credibility of any business.
- **Cross-Promotion Advantage –** Franchisees benefit from FashionTV's synergy across 50+ verticals (beauty, fitness, fashion, nightlife, education, retail).
- **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.



Why f·Made to Measure *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

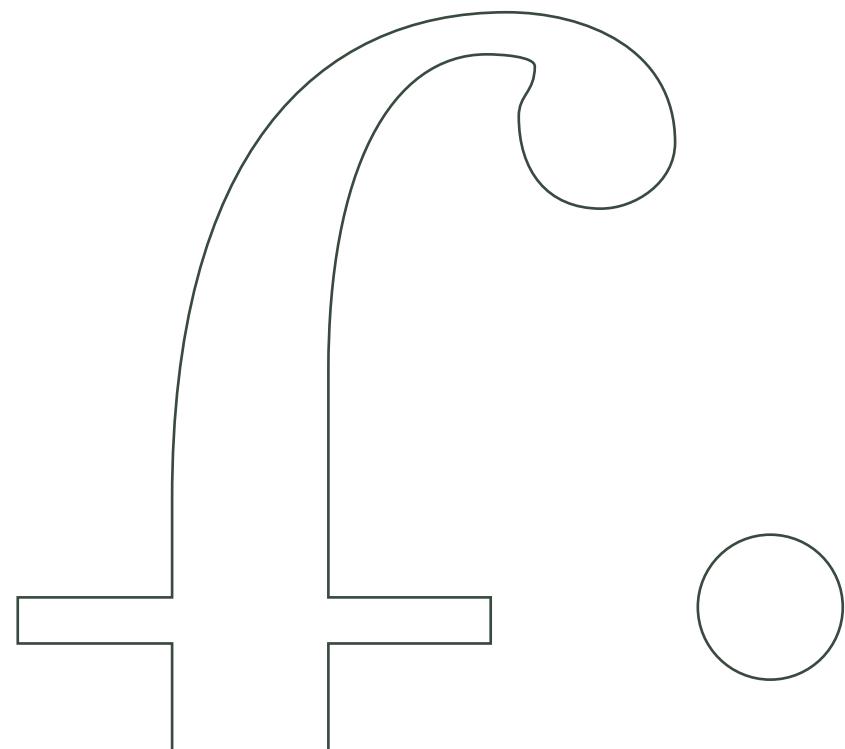
Direct Access to Premium Clientele; the city's elite, influencers and fashion-forward society

04

Global visibility powered by **FashionTV's Media Network**, events and digital channels

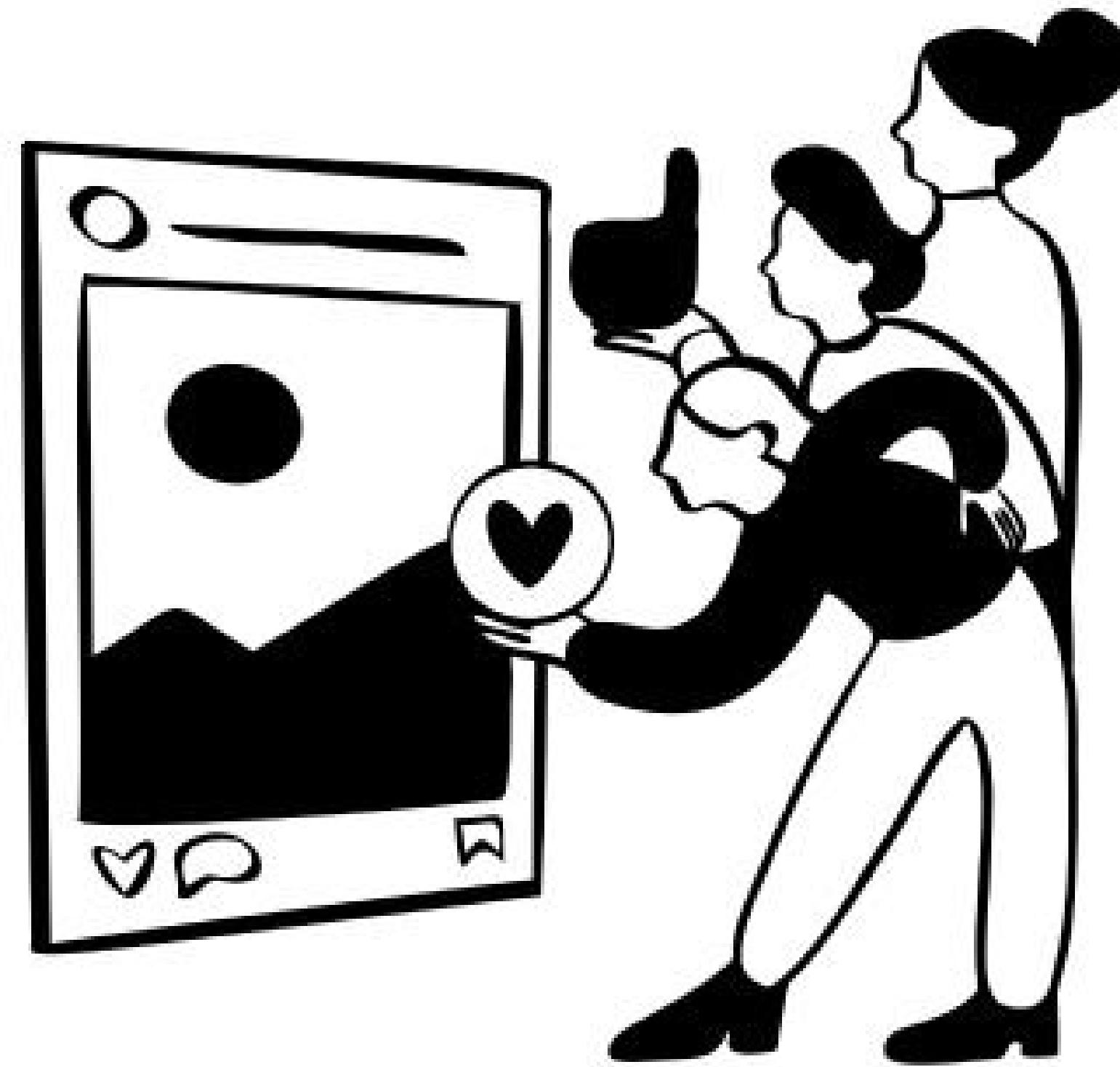
05

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

Become a leader in
fashion and lifestyle in
your city

Great Business Opportunity
with Greater Returns

02

Develop a huge
fruitful circle of a

03

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

04

Become the respected
player in your city fashion

Benefits

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

07

Use the FTV visiting
card as your power

06



05

08

360° support



01

PreOpening 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.

360° support



02

PreLaunch Support

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

360° support



03

Post Opening Support

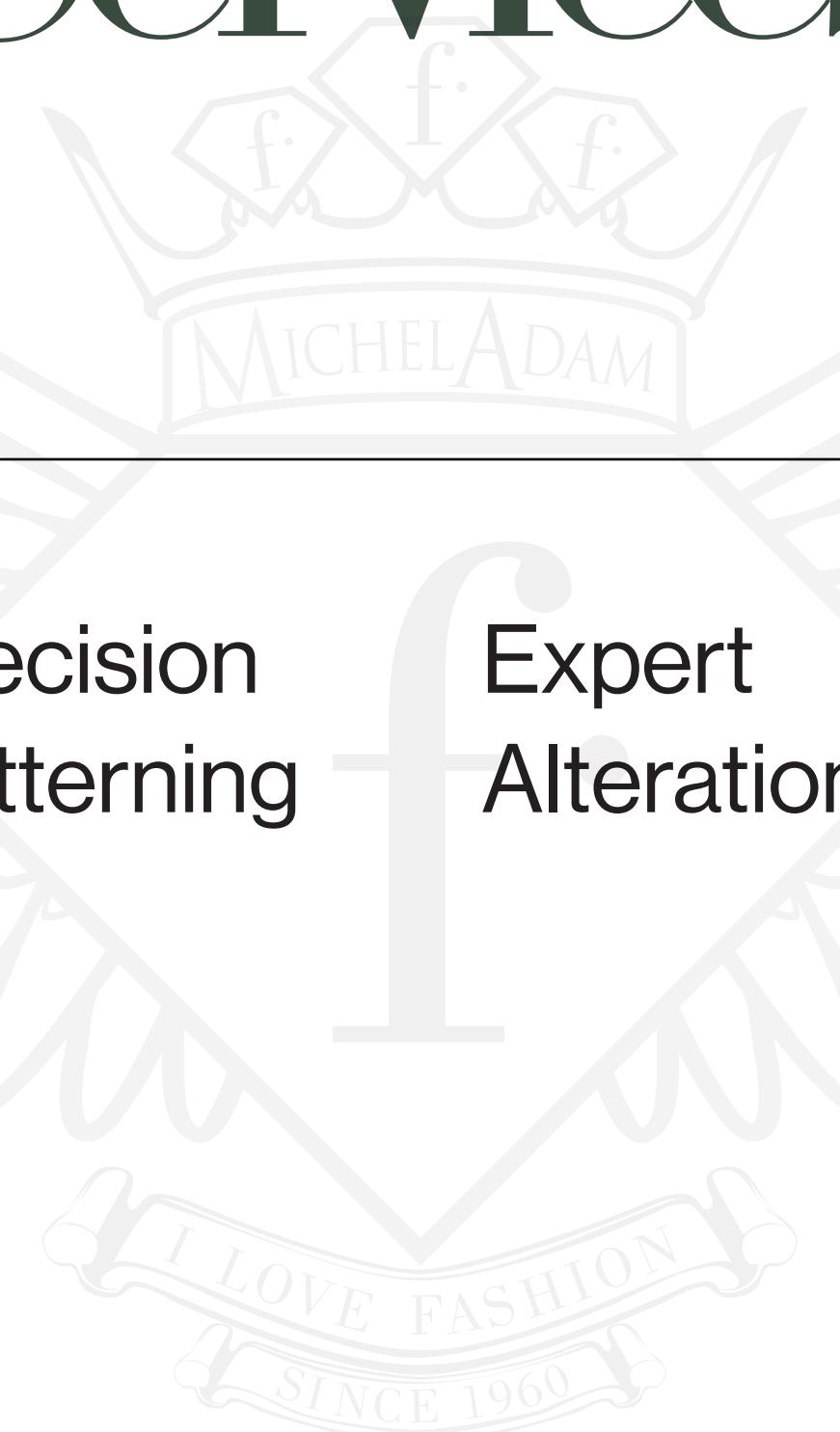
1. Sales Incremental Strategies.
2. Audits.
3. Promotional Offers.
4. FashionTV Loyalty Membership programs.
5. Google and Website Listing.

Franchise Requirement

BASIC

- **AAA Location**
FTV Made to Measure by FTV should be located in a prime location of the city
- **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.
- **Strong Financial Backing**
All franchisees must be able to show strong financial backing to ensure the success of the business.
- **Aspiration To Grow**
Strong Desire to be more Rich, Famous & Successful.

Services



Bespoke
Tailoring

Custom
Dressmaking

Precision
Patterning

Expert
Alterations

Luxury
Weddingwear

Designer
Sarees

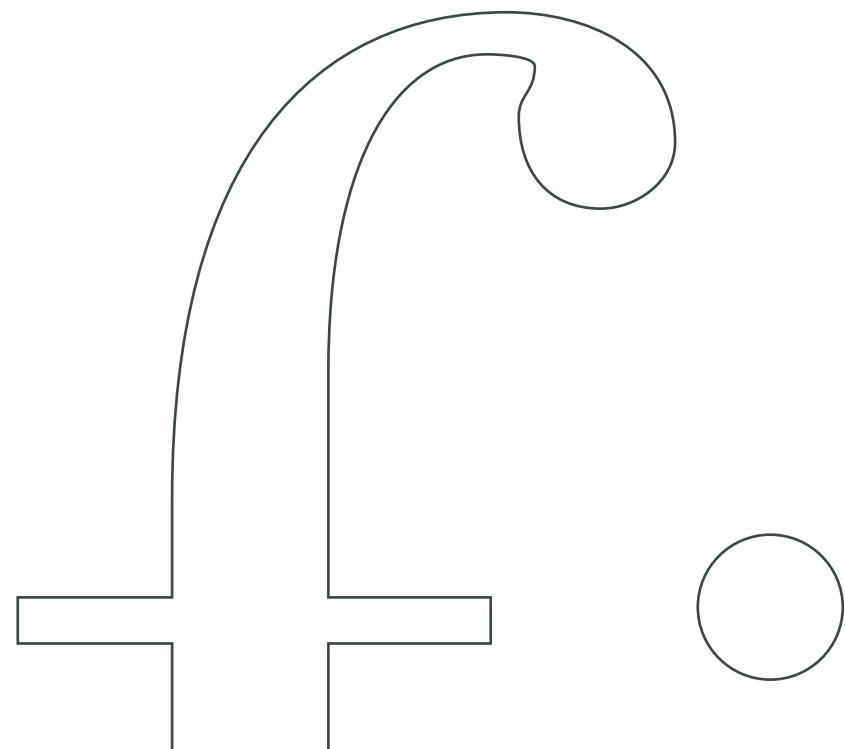
USIPS

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

USPs

FashionTV PROPRIETARY PRODUCTS

- Fashion TV Apparels
- Fashion TV Lingerie
- Fashion TV Accessories
- Fashion TV Art Jewellery

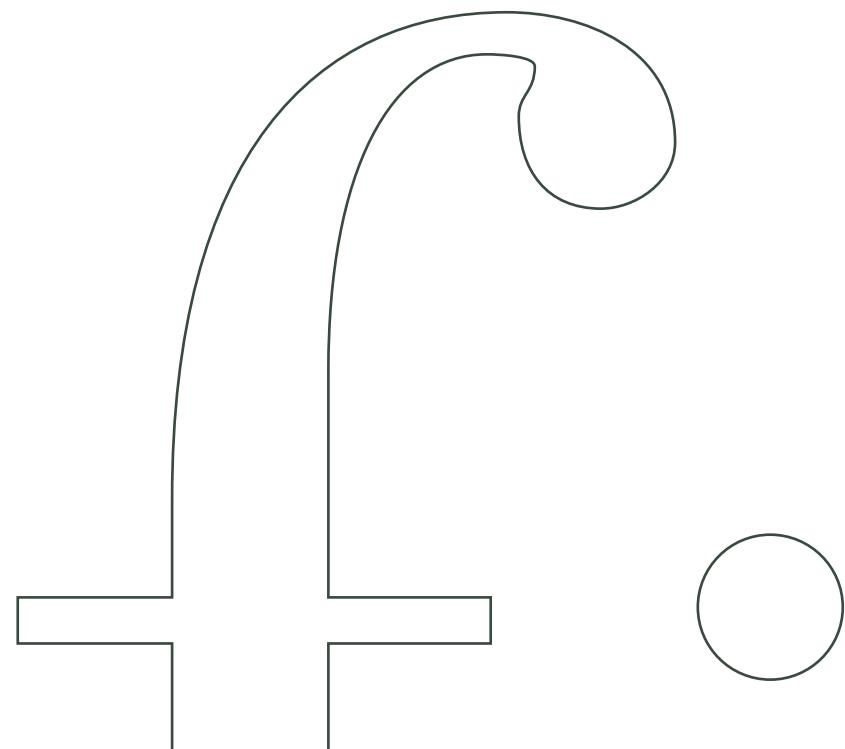


FashionTV's Unique Diamond-Inspired Design

↓ **FashionTV**
Ceilings and walls

↓ **FashionTV Furniture**
Tables, Chairs
Blackboards

↓ **FashionTV**
Flyers / Printouts



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



Google Local



Google Ad Campaigns



GPS Based Ads



Instagram Ads



SEM & SEO Marketing



Analytics and Reports



Youtube Promotions & Video Boost

INVITATION

FashionTV / FTV / F 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.