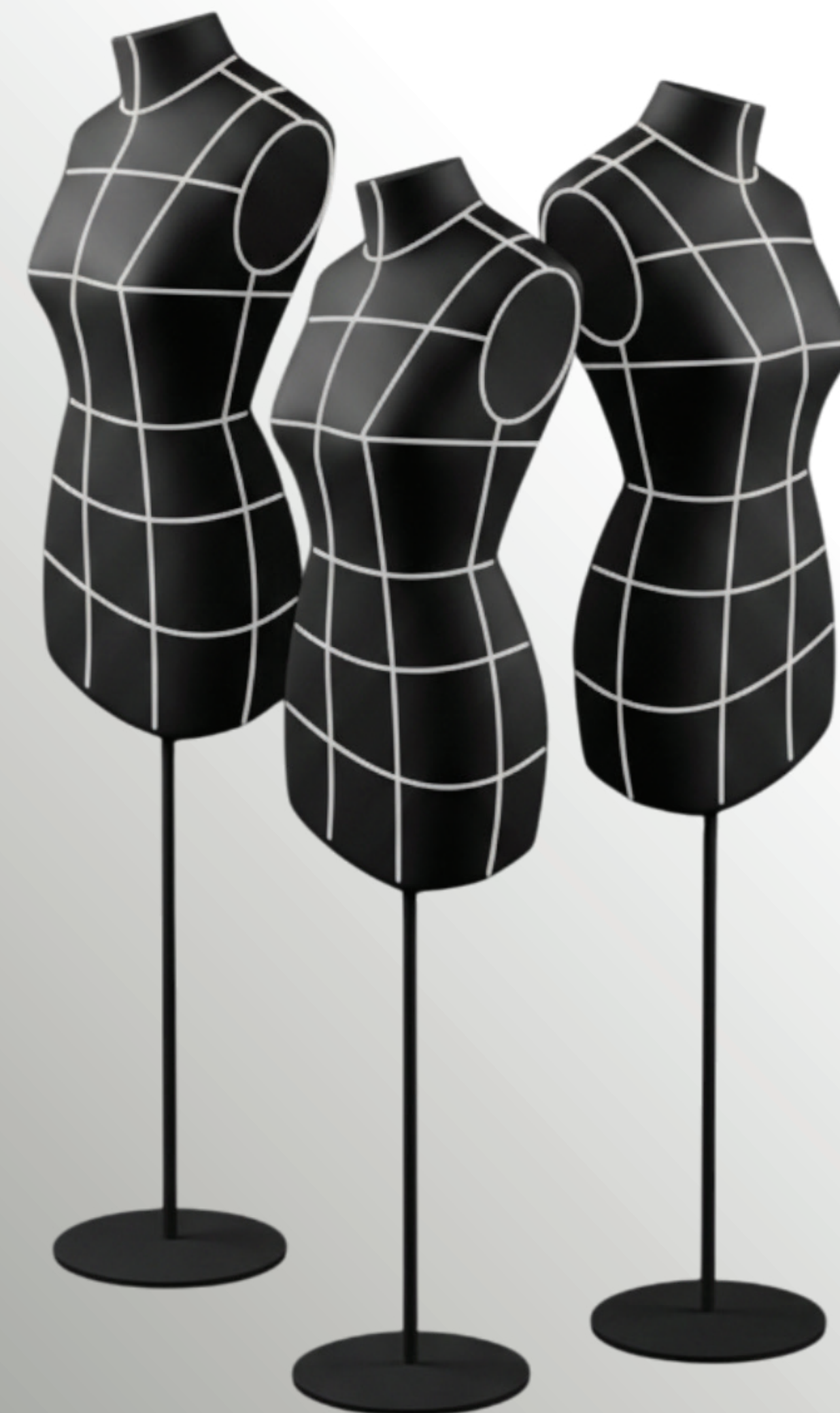


f·MADE TO MEASURE

**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.

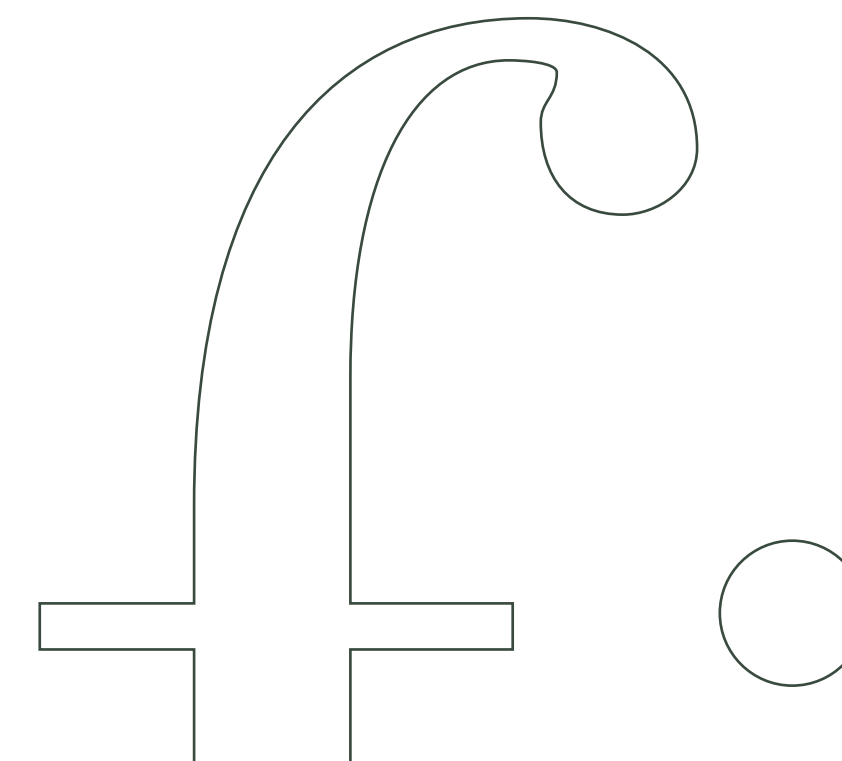
Offers luxury fabrics and premium craftsmanship sourced from global suppliers

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



PHILOSOPHY

VISION

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

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

MISSION

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.

02

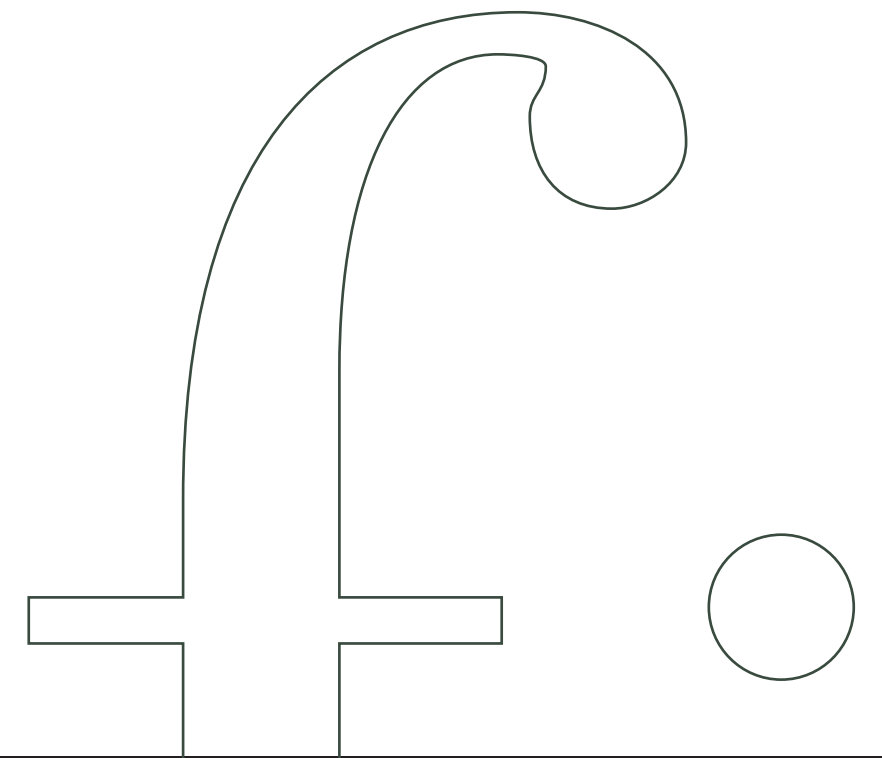
Luxury Fashion Market: The broader Indian luxury fashion market reached \$9.37 billion in 2025 and is expected to grow to \$15.13 billion by 2033, with a CAGR of 5.03% during 2025–2033.

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.

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

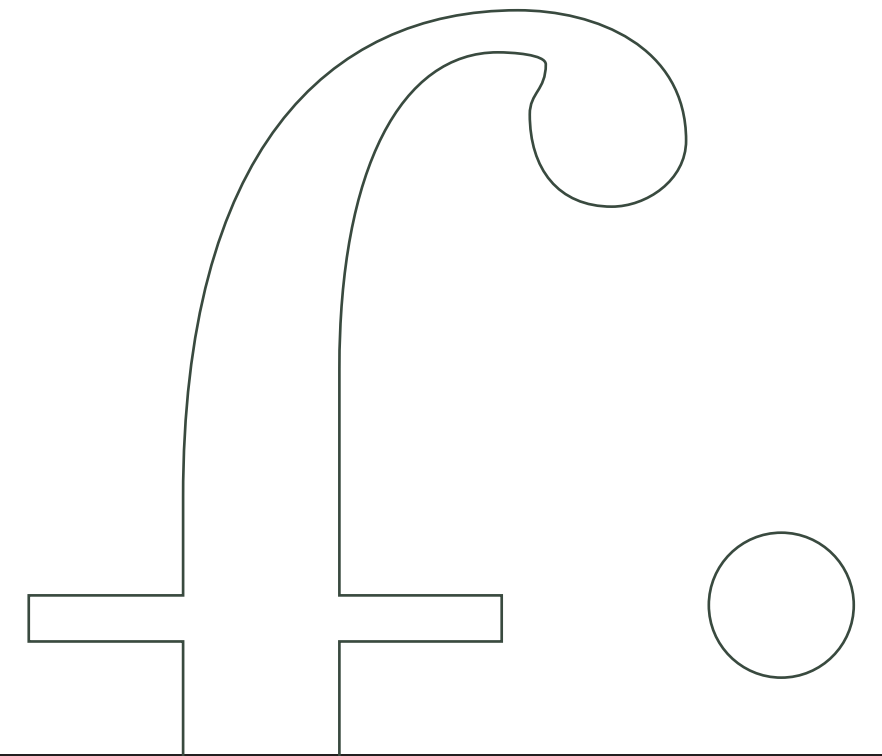
196 Countries Presence

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

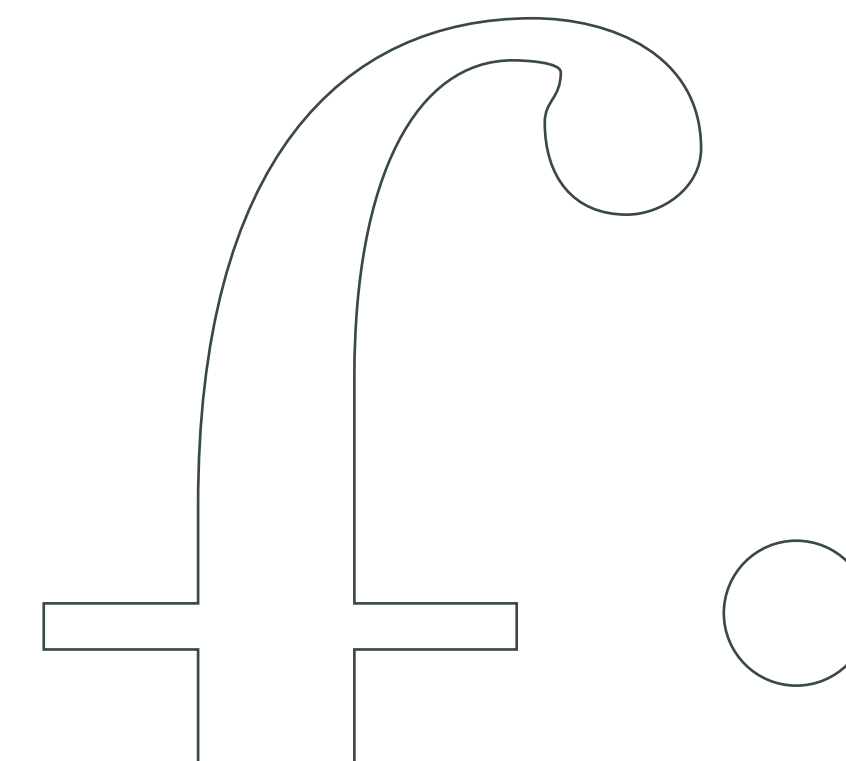
Elite Fashion-Luxury Hub – A
destination where bespoke
craftsmanship and global
designer collections converge

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?

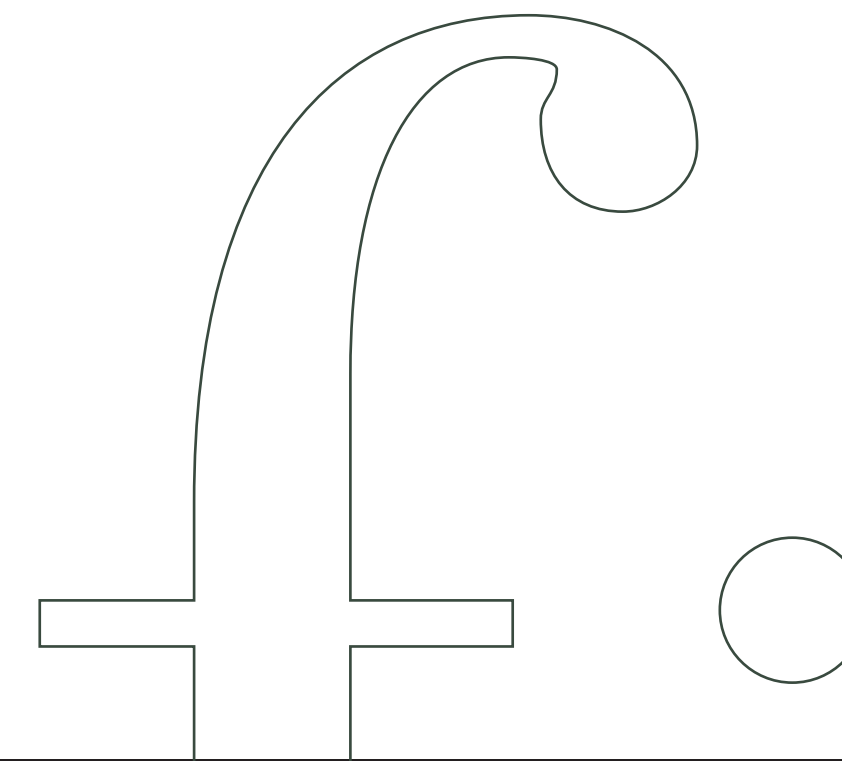
Backed with the **Most Viewed, Proven & Stable High-End** Luxury Fashion & Lifestyle Television Channel

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

Live FashionTV Channel with FashionTV shows from across the globe

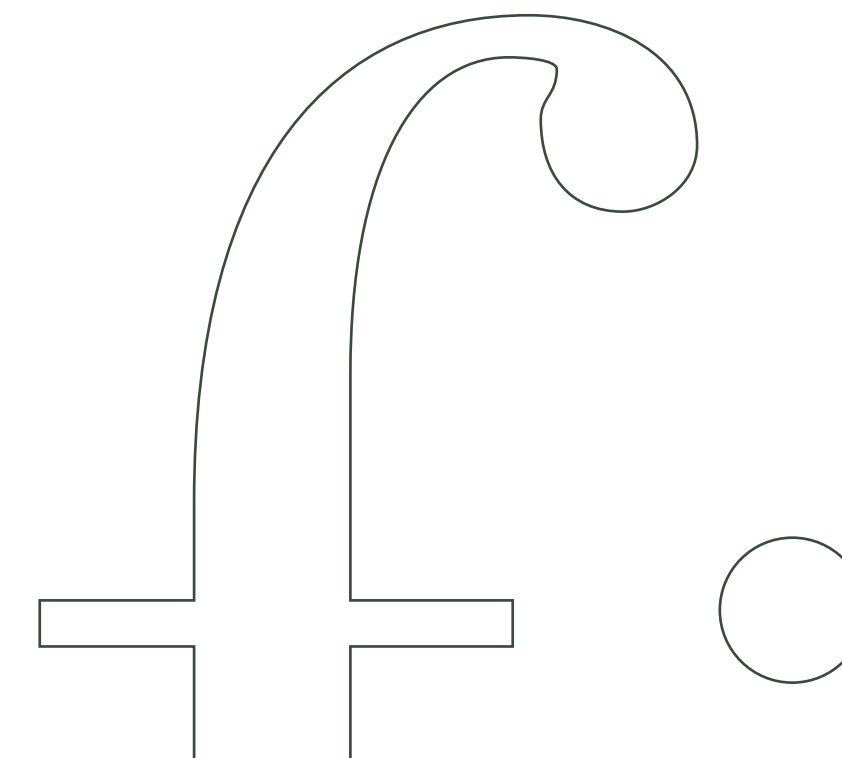
Promotional Videos of FashionTV Parties from across the globe

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.
- ↘ **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.



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

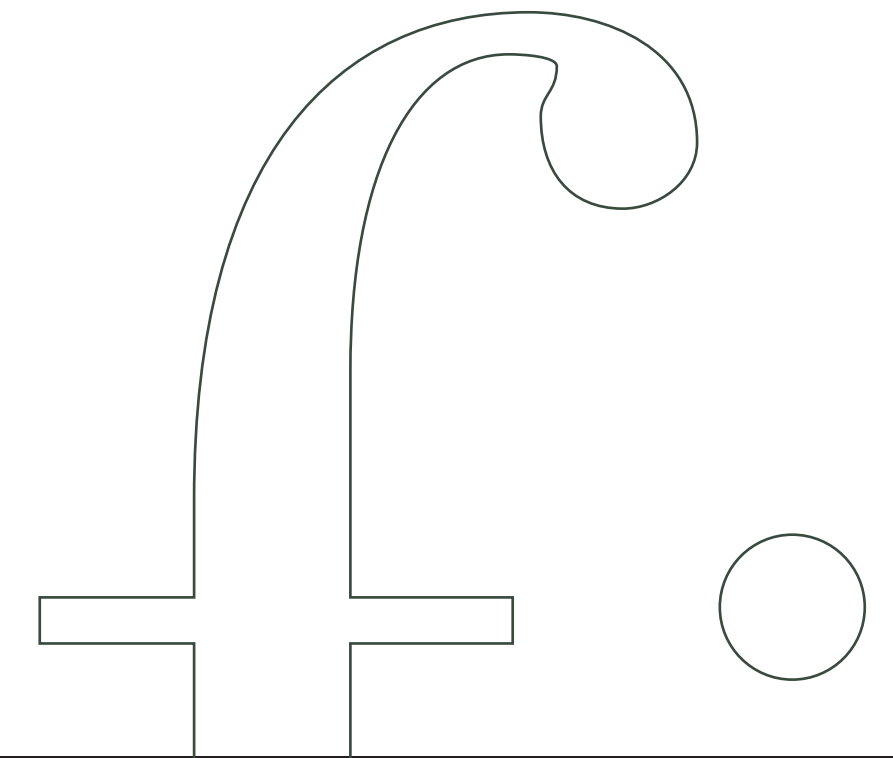
Direct Access to Premium Clientele; the city's elite, influencers and fashion-forward society

04

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

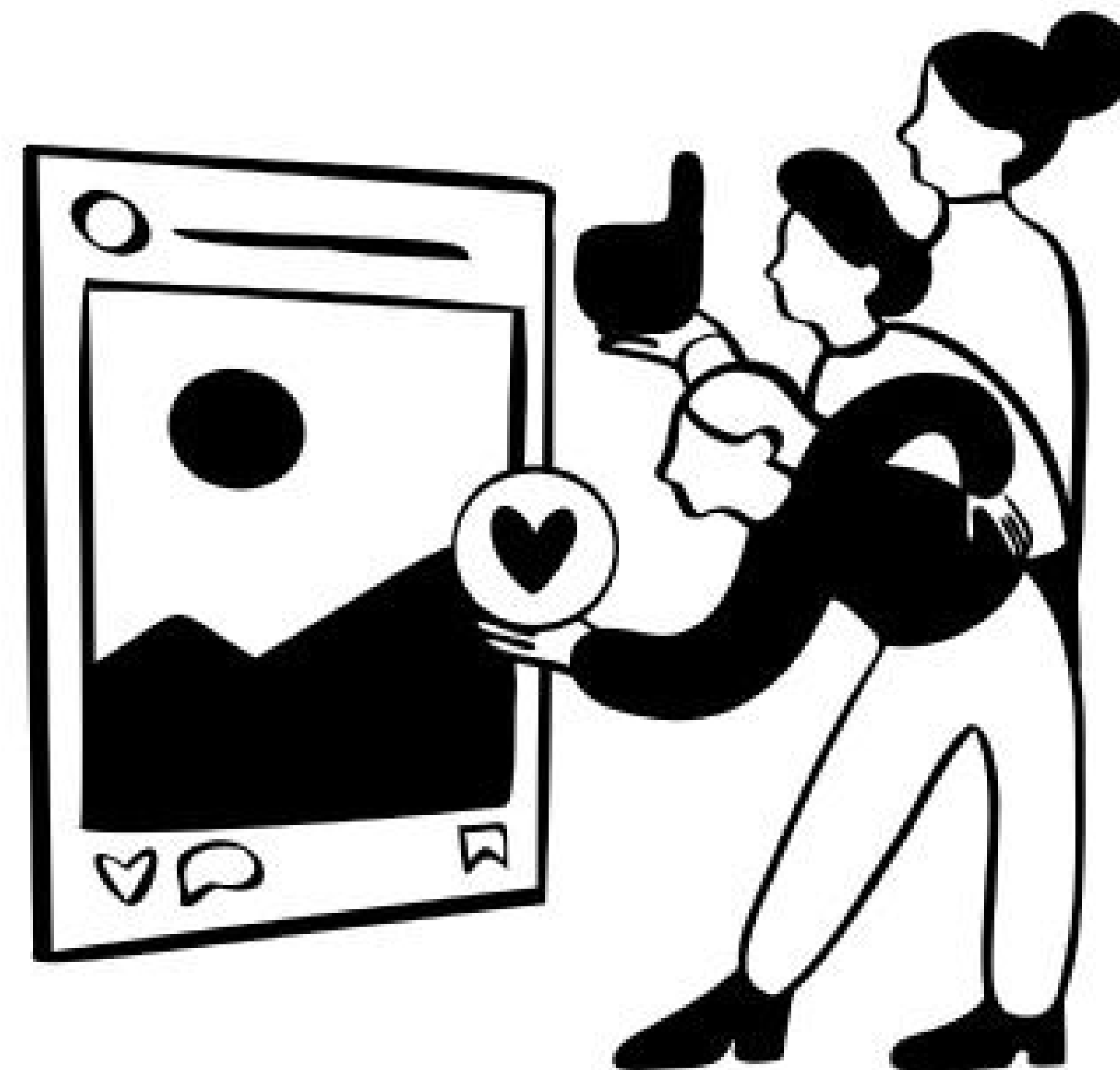
05

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



01

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

Great Business Opportunity
with Greater Returns

Develop a huge
fruitful circle of a

02

03

Become a leader in
fashion and lifestyle in
your city

Benefits

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

04

05

Become the respected
player in your city fashion

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

Use the FTV visiting
card as your power

06

07

08

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.



360° support

02 Pre Launch 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



Strong Financial Backing

All franchisees must be able to show strong financial backing 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.

Services

Bespoke
Tailoring

Custom
Dressmaking

Precision
Patterning

Expert
Alterations

Luxury
Weddingwear

Designer
Sarees

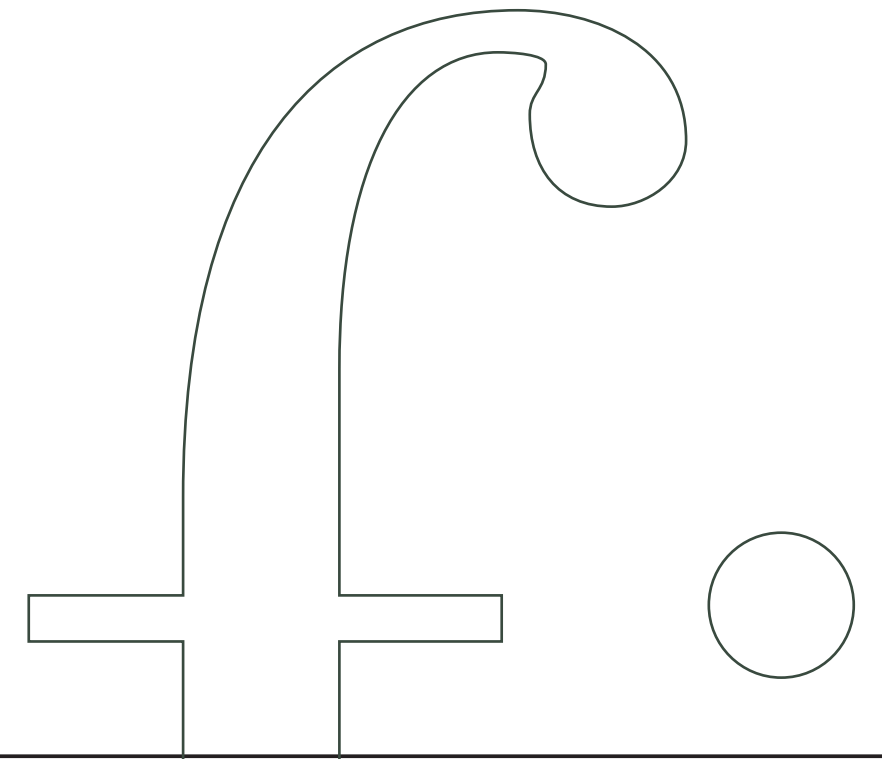
USPs

- **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

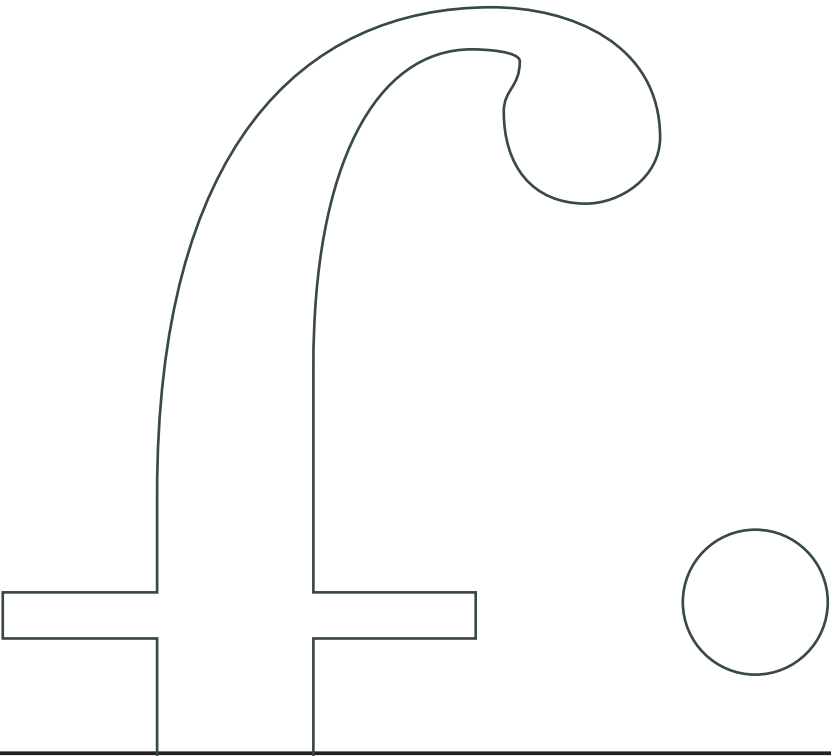


FashionTV's Unique Diamond-Inspired Design

↘ **FashionTV**
Ceilings and walls

↘ **FashionTV Furniture**
Tables, Chairs
Blackboards







↘ **FashionTV**
Flyers / Printouts



NewMedia

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



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 / 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.