

# Made *to* Measure *By* FashionTV

- **30th Year** of  
Luxury authority

- Present in  
**196 Countries**

- Immediate aspirational  
**Value** and **Credibility**

# BRANDPOWER

- **500+** Million  
Households

- **2+ Billion**  
Global viewers

# WHAT IS *f.*

## Made to Measure

By FashionTV

- **Bespoke** tailoring & **Custom** luxury fashion
- **Precision Fit** with premium global fabrics
- Personalized design **Consultations**
- **Signature Looks** for elite clientele



Indian luxury  
apparel market:  
**\$7.5B in 2025 &  
\$10.7B by 2033**

Rising HNI &  
aspirational  
luxury  
consumers

# MARKET OPPORTUNITY

Custom-made  
clothing market:  
**\$107B+ by 2029**

Strong demand  
for  
**Personalization**  
& exclusivity

# Why f. Made to Measure By FashionTV

# Stands Out

➤ FashionTV  
**Global  
Recognition**

➤ Elite,  
**Experience-  
Driven**  
positioning

➤ **Diamond-  
Inspired** iconic  
store design

➤ **Luxury Retail**  
meets  
**Bespoke**  
craftsmanship

# BUSINESS MODEL



- **Revenue:** bespoke tailoring, luxury apparel, bridal & occasion wear
- **High-Margin,** appointment-led premium pricing
- **Scalable** retail franchise format

# Pre - Launch

**Location &**  
feasibility approval

Store **Design** & FTV  
branding

**Vendor** & fabric  
**Sourcing**

**Staff Recruitment**  
& training

# 360° SUPPORT

# Launch Support

**PR &  
Influencer-led  
launch**

FashionTV-aligned  
**Opening Events**

Digital & social  
media **Campaigns**

**Cross-Promotion**  
within FTV network

# Post Launch

**Performance  
Audits** & sales  
strategies

**Loyalty** &  
repeat-customer  
programs

**Seasonal  
Collections** &  
promotions

Ongoing **Marketing  
Support**



↳ Luxury retail &  
fashion  
**Entrepreneurs**

**Investors** in  
premium lifestyle  
brands

# IDEAL PARTNER

↳ **HNI-Focused**  
business owners

**Visionaries** seeking  
elite positioning



# Franchise Requirements

↘ **AAA Prime**  
location,  
high-visibility market

↘ Growth-oriented  
**Mindset**

↘ Strong **Financial**  
**Capability**

↘ **Passion** for luxury  
fashion & retail

# Our Board



Kashiff Khan  
Director, FashionTV



Michel Adam  
Founder, FashionTV

# Made *to* Measure *By* FashionTV

A brand-led luxury retail franchise delivering exclusivity,  
prestige, and high-margin bespoke fashion experiences.