



**FASHIONTV FURNITURE**

**The Home of *fashion***

 fashionontv

# FOOTWEAR



# FTV FOOTWEAR

**“Keep your heels, head and standards high with FTV Footwear.”**

For all the times you needed to invest in a great pair of shoes but finished up getting the ones that lasted less than two months. For the times when your soccer shoes tore separated from a gigantic kick or flew away. Footwear has been an important part of our lives for a long time, right from childhood to adulthood. The footwear collection within the world is plentiful for all of us to select from. But do we all buy only the best in town? So, if you are planning on getting a friend for your feet soon, check out FTV Footwear brand now.

- The FTV Footwear company houses an extensive collection of superior quality shoes, each designed to serve a specific purpose. We deliver you comfort for the feet with equally good looks.
- Our products are durable, rugged, comfortable & stylish, it can also survive all kinds of terrain and weather.
- The brand sells fantastic casual and formal unisex shoes.
- When it comes to fashion, we bring a unique range of collections that you can't say no to, from heels, ballerina shoes, sandals, slippers to about anything stylish, FTV Footwear has it all.
- The footwear is crafted by skilled makers who know what the human feet need.
- There is a wide range of options available, be it in terms of colour, size, pattern or style.



# FTV FOOTWEAR IN INDIA

- Footwear market is predicted to hit \$15.5 billion by 2022, from \$10.6 billion in 2019. India is the 2nd largest producer of footwear and the 5th largest exporter of leather. This presents India to the world, full of opportunities in the footwear sector.
- India is also among the top exporters of footwear. According to World Integrated Trade Solution (WITS) in 2019, India exported footwear to The United States, United Kingdom, Germany, China, France and many more.
- **Factors influencing the growth:**
  - The division is seeing exponential development due to the liberal investment policies in the leather and footwear sector. The government has allowed 100% foreign direct investment (FDI) through the automatic route for the footwear segment.
  - With the progression in technology, innovation, machinery, availability of labour, development of e-commerce and shifting interest of buyers, the prospects for the footwear industry have taken a positive turn.



# FTV FOOTWEAR PHILOSOPHY

## VISION

FTV looks forward to the success of our luxury footwear brand across the country with a healthy outcome for the brand and investors.

## MISSION

FTV Footwear targets to provide luxury, comfort, durability & style in our products that can be profitable for buyers as well as for the brand.

## AIM

FTV Footwear brand aims to grow & fulfill the needs of the buyer, meeting the demand of style, usage, price and durability.



# WHY LICENCE WITH FTV?

Aside of being the largest **FashionTV** network, the reasons are many but some of them are:

- 12 channels of 24 hrs dedicated to fashion & lifestyle channels.
- 23 **glorious years** of success.
- 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.
- 2 billion worldwide viewers.
- Available on 250+ global cable satellites.
- **Presence in 193+ countries.**
- Reaching 500 million + households.







# SOME FASHIONTV KEY POINTS

- Viewed on 10 million public TV sets in public places.
- 5M website visits every month
- FashionTV app has over 500K subscribers & 35K installations per month.
- 65M views on FTV youtube channel.
- 90M subscribers per month on the channel.
- Facebook garners over 4.5M likes and 12M views.
- The number of followers on instagram is over 300K and 125K is organic reach.

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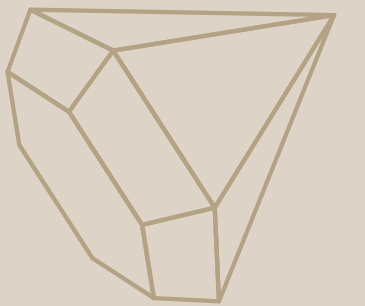




# FASHIONTV 360 DEGREE LICENCE SUPPORT

## Pre-opening support:

- Location analysis and approval.
- Architecture, designs, layouts.
- Diamond inspired designs.
- Staff recruitment
- FashionTV proprietary products supply.
- Other products and vendor tie-ups.
- Strategic planning







## LAUNCH SUPPORT:

- Planning and execution
- Launch plan in SMM and PR promotions
- Cross marketing

## POST OPENING SUPPORT

- Audits and Ideas
- Promotional offers
- FashionTV sponsorship opportunities
- Google and website listing



# USP OF FASHIONTV

- 8K video wall fashion shows and VJ during the event.
- Projections of FashionTV shows by top designers.
- 3D FashionTV “floor”, stunning luxury fashion animations.
- Live FashionTV channel with shows from across the globe.
- Promotional videos of FashionTV parties from across the world.
- Promotional content through celebrities.
- Endorsing the brand from across the globe.

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# USP OF FASHIONTV

 FashionTV  
Beverages

 FashionTV  
Apparels

 FashionTV  
Lingerie

 FashionTV  
Cosmetics

 FashionTV  
Accessories

 FashionTV  
Art Jewellery

 FashionTV  
Eyewear

 FashionTV  
Footwear

 FashionTV  
Bags

 And More!!



# USP OF FASHIONTV

- FashionTV unique diamond inspired design.
- FashionTV upholstery
- FashionTV stage design
- FashionTV banners
- FashionTV podium
- FashionTV ramp
- FashionTV lighting
- FashionTV stalls
- FashionTV flyers/printouts





# USP OF FASHION TV

- Special events
- A special runway will be placed at all events.
- Top notch models ramp walking in state-of-the art fashion proprietary products (beverages, apparels, cosmetics, accessories, art jewellery, eyewear, footwear, bags).





# SOCIAL MEDIA MARKETING

f FACEBOOK

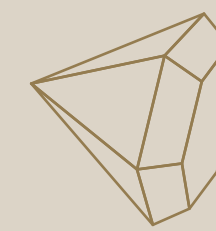
in LINKEDIN

Instagram INSTAGRAM

Twitter TWITTER

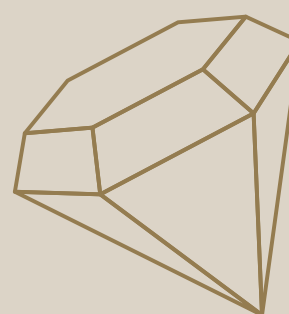
YouTube YOUTUBE





# SOCIAL ENGAGEMENTS

- Instagram uploads
- Twitter postings
- Facebook uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn posts
- Youtube videos
- Google ADs



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# SOCIAL ENGAGEMENT STATISTICS

- 150 New Stories (Facebook)
- 200 New Stories (Instagram)
- 50 New Stories (Twitter)

More Than 300 New Stories Per Day!

Due To FashionTV's Brand Popularity and Social Media Engagement From Our Beloved Customers And Influencers All The Platforms Are Engaged From Every Locations





# NEW MEDIA STATISTICS:

- Facebook has over 3,000,000 views.
- The FashionTV.COM has an average 500,000 monthly visits.
- The youtube channel has 1,000,000 subscribers and an average of 15,000,000 monthly views
- The video platform Dailymotion has an average of 500,000 monthly views.







# SPONSORED LOCAL LISTING

- **Facebook local**
- Google local
- **GPS** location based ADs
- Facebook ADs post and likes campaigning
- Instagram AD and likes
- **SEO** marketing
- SEM marketing
- Analytics and reports
- Youtube promotions and video boost

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# FTV FOOTWEAR LICENCE BASIC REQUIREMENTS

- **AAA LOCATION**

FTV Footwear will be sold at malls, stores in metropolitan cities around the country and will make walking easier and luxurious.

- **STRONG FINANCIAL BACKINGS**

All licences must be able to show strong financial backings to guarantee the success of the business.

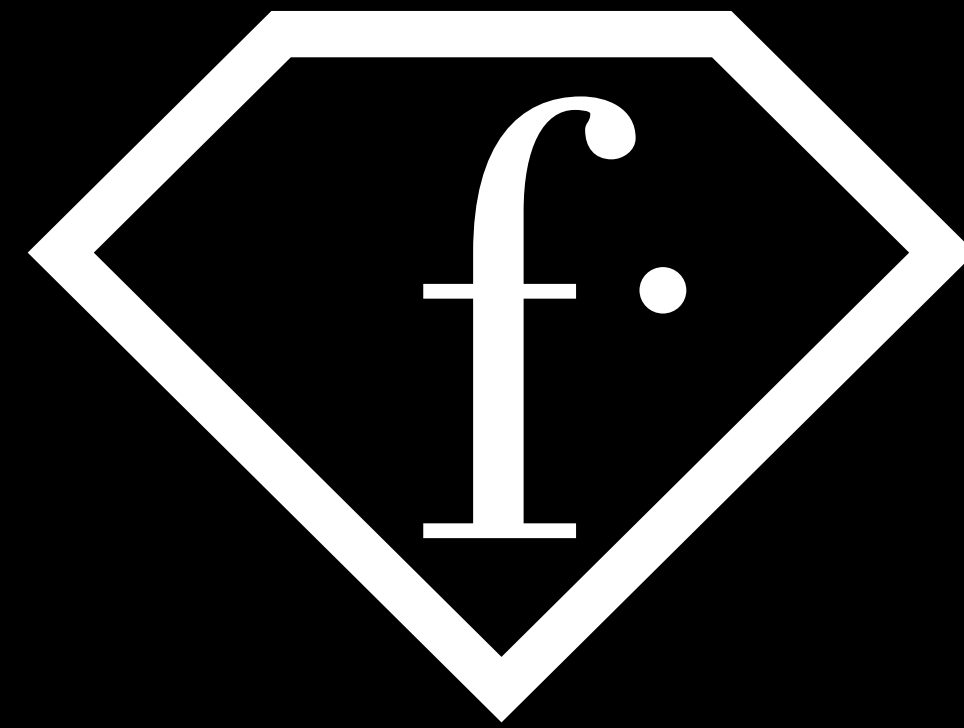
- **LICENCE INDUSTRY ATTRACTION**

All the licences should have the desire to complete the demand of customers by providing them luxury and durable range of footwear along with the growth of the company.

- **STRONG DESIRE TO BE MORE**

Rich, Famous & Successful





FOOTWEAR