

FASHIONTV Jewellery

**The Home of** *fashion*



# JEWELLERY



# FTV JEWELLERY

FashionTV is all about having you indulge in an awe-inspiring experience of beauty, style and luxury

FTV Jewellery is yet another fantastic addition to the ever growing FTV empire.

FTV has a long-standing legacy of discovery and exploration leading to a passion for acquiring the highest quality metals and rarest gemstones.

FTV Jewellery is known for its bold styles and designs paired with legendary craftsmanship and artistry.

We offer an extensive variety of elegant masterpieces, from 18-carat gold to vibrant eye-clean gemstones and conflict-free diamonds. We craft them all into fine, luxury jewellery for every occasion that goes well with individual style.

# FTV JEWELLERY IN INDIA

- ◆ As of February 2021, India's gold and diamond trade contributed ~7.5% to India's Gross Domestic Product (GDP) and 14% to India's total merchandise exports. The gem and jewellery sector is likely to employ ~8.23 million persons by 2022, from ~5 million in 2020.
- ◆ In FY21, exports of gems & jewellery stood at US\$ 25.30 billion. In March 2021, exports of gems & jewellery stood at US\$ 3.42 billion.
- ◆ Cumulative FDI inflows in diamond and gold ornaments in India stood at US\$ 1,194.00 million between April 2000 and June 2021 according to the Department for Promotion of Industry and Internal Trade
- ◆ Based on its potential for growth and value addition, the Government declared the gems and jewellery sector as a focus area for export promotion and has recently undertaken various measures to promote investment and upgrade technology and skills to promote 'Brand India' in the international market.
- ◆ The Government has further permitted 100% FDI in the sector under the automatic route, wherein the foreign investors or the Indian companies do not require any prior approval from the Reserve Bank or Government of India.
- ◆ All of the above mentioned statistics clearly indicate the unlimited potential of the jewellery market in India.

# FTV JEWELLERY PHILOSOPHY



## VISION

To let the masses indulge in the luxury and exquisiteness of FashionTV's stunning and timeless pieces of jewellery designed with ideation, technology and unrivaled craftsmanship.



## MISSION

To be driven by ingenuity and entrepreneurial excellence along with our passion for product innovation and brand creation and pouring it all in our range of peerless FTV Jewellery.



## AIM

FashionTV aims to grow & offer the best range of fine jewellery in the nation and eventually emerge as a touchstone in the global market.

# 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 FTV KEY FACTS?

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 an 125K is organic reach.





### 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

# FTV 360° Licence Support



### 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 FASHION TV

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.

FashionTV proprietary products.  
FTV branded merchandise:

FashionTV beverages

FashionTV apparels

FashionTV lingerie

FashionTV cosmetics

FashionTV accessories

FashionTV art jewellery

FashionTV eyewear

FashionTV footwear

FashionTV bags

AND MORE!!

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.

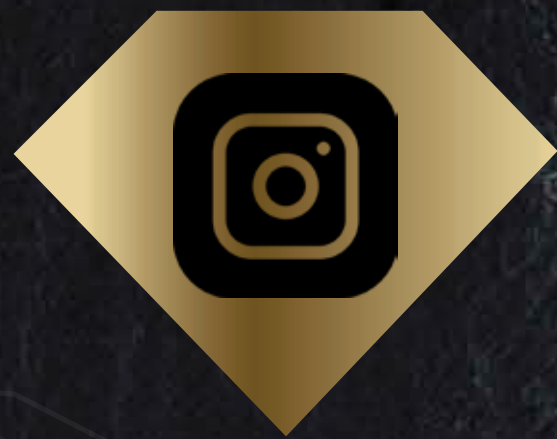
A special runway will placed at all events.

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

Dedicated social media marketing handles



INSTAGRAM



FACEBOOK



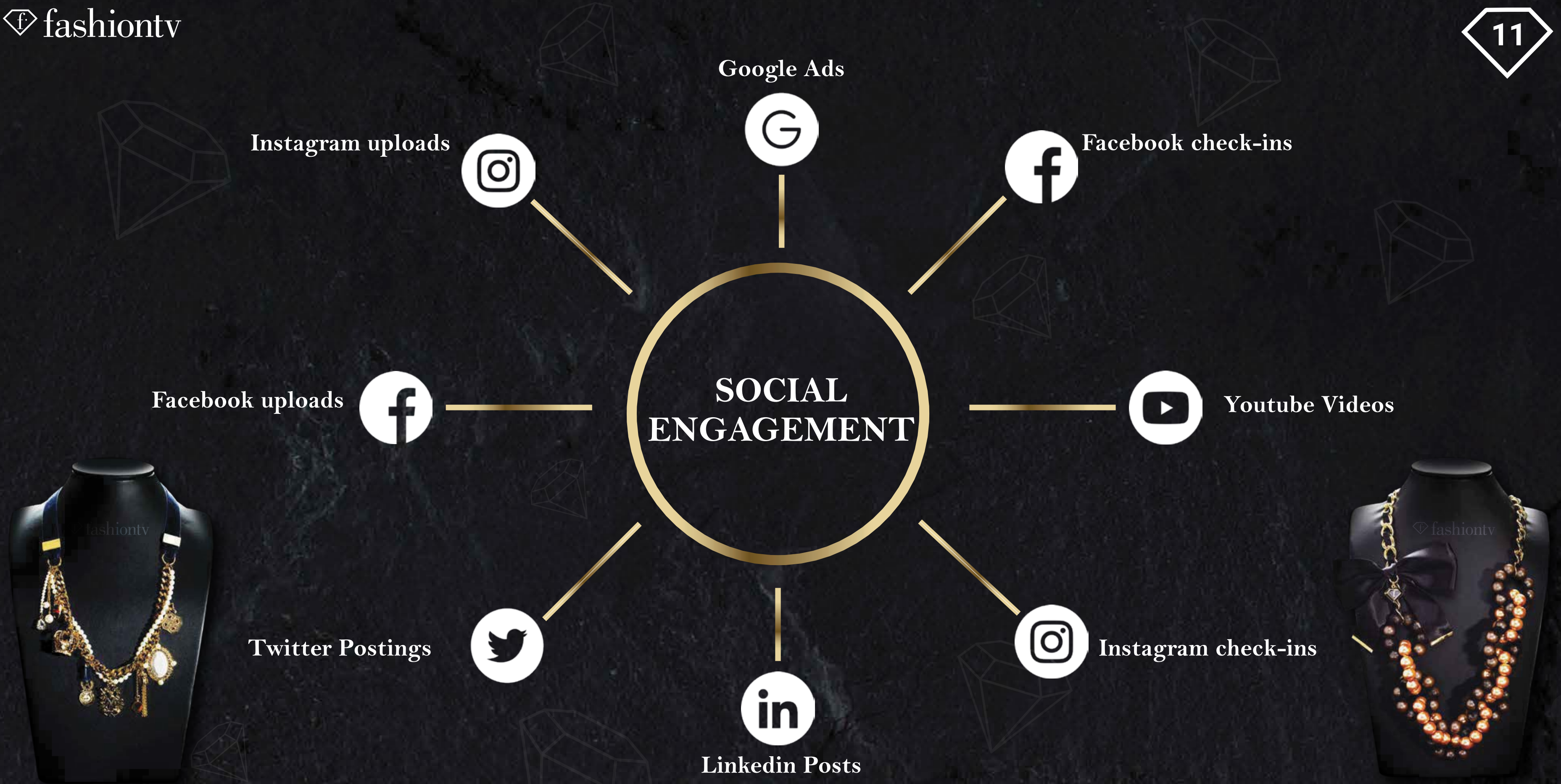
TWITTER



YOUTUBE



LINKEDIN



# 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 LISTINGS

Facebook local

Google local

GPS location based ADs

Facebook AD posts and likes campaigning

Instagram AD and likes

SEO marketing

SEM marketing

Analytics and reports

Youtube promotions and video boost

# FTV Jewellery Licence Basic Requirements

## **1.Location**

FTV Jewellery must be sold at prime and posh locations, online stores as well as up-scale commercial, residential and shopping areas where the crowds may tend to seek out beauty, fashion and leisure products.

## **2.Strong Financial Backings**

All affiliates purchasing the FTV Jewellery must be able to show strong financial backings to ensure the success of the business.

## **3.Licence Industry Attraction.**

All affiliates must have a profound liking and knowledge of the fashion and jewellery industry along with a strong desire to provide the masses with nothing but genuine and authentic pieces of jewellery.

## **4.Strong Desire to be more: Rich, Famous & Successful.**





JEWELLERY