



# FCP | FashionTV City Partner

**5+** franchise  
verticals

**3+** event  
categories

**12+** real estate  
products

**10+** license  
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**12+** media  
24 hours

**6+** concept  
ideas

# About FashionTV



- World's **Largest** Fashion & Lifestyle Television Channel
- **2+ Billion** Viewers Worldwide
- Presence in **196 Countries**
- Available in **500+ Million** Households
- **30th Year** of Global Fashion Leadership

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# WHY FASHIONTV



**1 Global Authority in Fashion & Lifestyle**  
A widely recognized platform shaping fashion, luxury and lifestyle culture.

**2 Broadcast of International Fashion Weeks**  
Coverage of major fashion weeks from cities like Paris, Milan, New York and London.

**3 Luxury Events & Lifestyle Experiences**  
Showcasing premium events, global brands and high-end lifestyle moments.

**4 FashionTV Parties Worldwide**  
Hosting iconic parties and social events across global destinations.

**5 A Brand of Prestige and Glamour**  
FashionTV is synonymous with style, influence and modern luxury.

# GLOBAL MEDIA NETWORK

- **12 FashionTV Channels**  
broadcasting 24/7

- Distribution across **250+ Cable & Satellite Networks**

- **UHD 4K & 8K Broadcast Content**

- **100+ Hours of Fashion & Lifestyle Content Weekly**

- Presence on **Global OTT Platforms**

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# FASHIONTV

# DIGITAL REACH

FashionTV maintains a strong global digital presence.

\* 3M+ Facebook Fans

\* 300K+ Instagram Followers

\* 1M+ YouTube Subscribers

\* 15M+ Monthly YouTube Views

\* 500K+ Monthly Website Visits

\* 500K+ App Subscribers

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# INTERNATIONAL BRAND PARTNERSHIPS – INDIA

India is a key growth market for global brands, driven by rising consumption and premium lifestyle demand.

## • Global Brand Entry

Brands like Zara, H&M, Louis Vuitton, Starbucks, Apple and IKEA have expanded into India through partnerships and franchise models.

## • Investor & Developer Backing

Groups like Reliance, Tata, Aditya Birla, DLF and Phoenix Mills are building large retail and lifestyle ecosystems.

## • Evolving Consumers

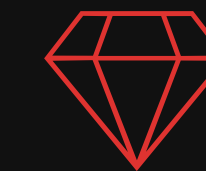
450M+ millennials and Gen Z are driving demand for global brands and premium experiences.

# PHILO SOPHY



## Vision

To build a global network of FashionTV City Partners driving expansion of premium lifestyle businesses across cities and markets.



## Mission

To empower partners with access to FashionTV's brand, ecosystem and opportunities to connect investors, businesses and high-value deals.



## Aim

To create scalable growth, strong business networks and long-term wealth through the FashionTV ecosystem.

# Introducing FashionTV

# City Partner

FashionTV Exclusive City Partner is a strategic partnership where you **represent FashionTV in your city and drive business expansion.**

Identify opportunities, connect investors and grow businesses across multiple verticals.

Earn through **profit share on deals generated.**

Receive **end-to-end support** from the FashionTV head office.

With presence in **196+ countries and 2B+ viewers**, FashionTV offers unmatched global scale.

Build strong networks and establish your identity within the FashionTV ecosystem.

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# Role of a FashionTV

## City Partner

A FashionTV City Partner helps expand the FashionTV business ecosystem within their region.

### Support business expansion

Facilitate franchise, license and concept opportunities.

### Build local brand presence

Strengthen FashionTV visibility through business networks.

### Represent FashionTV locally

Promote FashionTV opportunities and brand presence.

### Connect entrepreneurs and investors

Identify potential partners interested in FashionTV businesses.

# Why Become A FashionTV Exclusive City Partner

Associate with a globally recognized FashionTV brand

High-value business opportunity with strong earning potential

Build powerful networks with investors and industry leaders

Access exclusive events and premium experiences

Establish yourself in the fashion and lifestyle industry

Connect with high-value and aspirational audiences

Represent FashionTV with credibility and influence

# Why the Model Works

The FashionTV Exclusive City partner model allows partners to grow multiple businesses under one ecosystem.

- **Multi-Business Opportunities**

FashionTV operates across Franchise, License, Events, Media and Concepts.

- **Connect with Investors**

Introduce entrepreneurs and investors to FashionTV opportunities.

- **Leverage Global Brand Power**

Benefit from the credibility of the FashionTV brand.

- **Expand Businesses Locally**

Support the development of FashionTV ventures.

- **Build Business Networks**

Create relationships with investors and developers.

# Business. Expansion

FashionTV Exclusive City Partner help expand multiple businesses within the ecosystem.

- **Franchise Opportunities**  
Hospitality, beauty, wellness, retail and education businesses.
- **Licensing Opportunities**  
Products across beverages, personal care, fashion and accessories.
- **Real Estate Opportunities**  
Commercial, residential and hospitality developments.
- **Events Platform**  
Fashion shows, pageants and lifestyle events.
- **Media Network**  
Access to FashionTV Channels.
- **Concept Development**  
New lifestyle ventures under the FashionTV brand.

# Franchise Vertical

FashionTV offers  
**50+ franchise opportunities**  
across lifestyle  
industries.

## Key Categories

- **Hospitality**

Cafés, bars,  
lounges and  
clubs.

- **Beauty**

Salons, aesthetics,  
nail studio

- **Wellness**

Spa and gyms

- **Education**

Schools for modelling,  
fashion, beauty and  
performing arts.

- **Miscellaneous**

Made to measure, Multi  
designer store and  
talents

# Licensing Vertical

FashionTV offers  
**100+ licensing opportunities** across product categories.



Businesses launch products under the **FashionTV brand ecosystem.**

## Key Categories

Fashion wear

Accessories

Personal Care Products

Beverages

White Goods

Miscellaneous

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# Real Estate Vertical

FashionTV collaborates with developers to create **luxury branded real estate projects.**

## Key Categories

- Commercial Projects
- Luxury Villas
- Residential Developments
- Hospitality Properties

These projects combine **real estate with fashion and lifestyle branding.**

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fashiontv

# Events Vertical

FashionTV organizes  
**30+ event formats**  
worldwide.



## Key Categories

- Fashion shows
- Talent hunts
- Pageants
- Lifestyle experiences

These events strengthen  
the **FashionTV global**  
**platform.**

  
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# Media Vertical

FashionTV operates a global fashion and lifestyle media network.

- Bridal Fashion
- Fashion Films
- Fashion Weeks
- FashionTV Global
- Model Fitness
- FTV Paris
- Top Models
- Photoshoots
- FashionTV L'Original
- Hair & Makeup
- F Men
- Midnight Secrets

# Concept Opportunities

- FashionTV supports the development of new lifestyle business concepts within its global ecosystem.
- Introduce innovative ideas and launch ventures under the FashionTV brand platform.
- These include concepts such as **F Yacht**, **F Metaverse**, **F Casino**, **F NFT** and other emerging lifestyle formats.
- These concepts help expand FashionTV across new-age and evolving lifestyle industries.

# Revenue Opportunities

FashionTV City Partner earn through multiple opportunities.

## • Franchise Development

Audiences interested in premium brands and experiences.

## • Licensing Opportunities

Global fashion personalities shaping style trends.

## • Event Partnerships

Consumers seeking luxury, fashion and entertainment experiences.

## • Real Estate Collaborations

Business leaders influencing lifestyle markets.

## • Concept Collaborations

Developing new business ideas under FashionTV.

Partners build networks and generate **commission-based income.**

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# INCOME OPPORTUNITIES

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# FRANCHISE

• **Franchise Location Consultancy**

Identify locations and earn from licensees (approx. 1-month rent, 25%–50%).

• **Fitout Capex**

Civil work, plumbing, furniture, fabrication.

• **All Contracting**

End-to-end construction execution.

• **White Goods & Equipment**

Vendor sourcing and equipment supply.

• **OPEX Suppliers**

Operational vendor management.

• **Revenue Share**

5%–25% on billing as per approved rates.

• **Launch AMP**

Launch and promotion setup for business growth

# FRANCHISE

(OPERATIONS & NETWORKING)

- **Social Currency**  
Build networks via launches and openings.
  - **Business Contacts**  
Develop media and local authority connections.
  - **Operations**  
Manage outlets for fees.
  - **Vendor & Supply Chain**  
Ensure raw material supply and logistics.
- Revenue Share**  
5%–25% on operations.

# FRANCHISE

## (AFTER-SALES)

- **AMC Contracts**  
Equipment servicing and maintenance.
- **After-Sales**  
Improve performance and continuity.
- **Repair & Maintenance**  
Additional service revenue.
- **Unit Revenue**  
Fixed or % earnings per unit.

# LICENSE

(Case-to-case basis)

• **Warehouse Storage**

Storage solutions for products.

• **Material Procurement**

Raw material sourcing with commission.

• **Sourcing**

Manpower and supply coordination.

• **Design & Development**

Product development with FashionTV.

• **Supply Chain**

Distribution network setup.

# LICENSE

(DISTRIBUTION & NETWORKING)

- **Distribution Channels**

Modern and general trade setup.

- **After-Sales Support**

Secondary sales network.

- **Recurring Profit**

Margins over license share.

- **Networking**

Build strong business connections.

# EVENTS

(NETWORKING & SALES)

• **Social Currency**

Network through events.

• **Barter Deals**

Value-based partnerships.

• **Networking**

Connect with key influencers.

• **Contacts**

Media and authority relations.

• **Ticket & F&B Revenue**

Earn from sales.

# MEDIA

## (CHANNELS)

- **Airtime Media**

Advertising on FashionTV.

- **NTR Revenue**

Promotional and non-traditional income.

- **OTT Platforms**

Digital streaming distribution.

- **Revenue Share**

Approx. 15% on net sales.

- **Rate Cards**

Pre-defined pricing by audience and region.

# REAL ESTATE

• **Project Identification**

Identify developers and projects.

• **Brand Integration**

FashionTV licensing for projects.

• **Concept Planning**

Align with lifestyle positioning.

• **Design Coordination**

Implement brand identity.

• **Sales Connect**

Link investors and buyers.

• **Marketing**

Position as premium developments

# REAL ESTATE

(EXECUTION & SUPPORT)

• **Project Branding**

Ensure brand presence.

• **Launch Strategy**

Execute high-impact launches.

• **Sales Support**

Assist with leads and partnerships.

• **Network Building**

Develop investor and broker network.

• **Media Integration**

Promote via FashionTV platforms.

# REAL ESTATE (REVENUE)

- **License Fees**  
Brand integration earnings.
- **Profit Share**  
Revenue from deals.
- **Launch Revenue**  
Campaign and promotion income.
- **Partnership Earnings**  
Developer/investor collaborations.
- **Value Enhancement**  
Improved positioning and pricing.

# Profit Share Model

City Partner participate in revenue generated across the ecosystem.

- Franchise — approx **2.5-25%**
- Licensing — approx **2.5-25%**
- Events — approx **2.5-25%**
- Media — approx **2.5-25%**
- Concepts — approx **2.5-25%**

# Additional Revenue Streams

City Partner can also generate income through supporting activities.

- 50% brokerage on location hunting

- 2–5% share on initial stock

- 10–15% vendor tie-up commissions

- 50% license support commission

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# Brand Support

FashionTV provides structured support to help City Partners grow.

- Welcome Kit
- Training Programs
- Business Documentation
- Sales Kits for Opportunities
- Marketing Support
- Certificate
- Visiting card
- Cell number
- Email ID
- Direct brand support
- SMM and PR support
- Leads support
- Vertical Audits
- HO Back support

# Partner Requirements

Ideal FashionTV City Partner typically have:

- Entrepreneurial Mindset
- Strong Business Network
- Knowledge of City Markets
- Ability to Build Partnerships
- English Proficiency
- FTV Channel Knowledge
- Educational Qualification - Minimum Graduation
- Good Business Network

- Good Knowledge of the City
- Young and Energetic Individuals with entrepreneur mind set
- Strong Desire to be rich, famous and successful
- HNI Contacts
- Business Knowledge trends
- Real Estate know how
- Understanding of Business

# Invitation

Join the FashionTV  
Business Network

FashionTV invites entrepreneurs and business leaders  
to become **FashionTV Exclusive City Partner**

- Expand FashionTV businesses in your region

- Connect investors with opportunities

- Build ventures under a global brand



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FashionTV  
Partner with a Global Legend



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