

 fashiontv

FashionTV FASHION AWARDS

The Home of *fashion*

 fashiontv

FASHION AWARDS



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The Home of *fashion*

FASHION AWARDS IN INDIA

- According to the latest event industry statistics, the live events market in India estimates at INR 32 Billion in 2021. It is expected to reach a massive INR 74 Billion by 2024, demonstrating an annual growth rate of 32%
- Following a world of new normalcy the fashion event sector today appears pink and flourishing. Rapid internet penetration, increased demand for corporate events, expanding globalisation, an increase in the number of product launches, and millennials' shifting preferences toward luxurious fashion options are driving the rise of the fashion events sector.



FTV FASHION AWARDS

- FTV Fashion Awards is a platform that aims for grandiose spectacles to acknowledge and showcase talent and innovation exhibited by various trendsetters of the industry.
- The runways, the shoots, and the fashion talks under highly anticipated fashion events; gained an exceptional eminence in the Indian market for recognising and celebrating the trailblazers who have spearheaded their respective domains with a passion for fashion.
- The awards have been foreseen or created with a vision to redefine and integrate lifestyle media, there is no better way to propagate styles, trends, and vogue than an award ceremony to commemorate them, and nobody does it better than the glamorous marvel 'Of FashionTV'.



CATEGORIES

MODELS

DESIGNERS

PHOTOGRAPHERS

FASHION STYLISTS

INFLUENCERS

FILM & TELEVISION

Fashion Business
Developers

MAKEUP ARTISTS &
HAIR STYLISTS

fashion awards PHILOSOPHY

Vision

To organise the most elegant and star-studded fashion affair with glamorous firing public imagination from front row honouring emerging collaborations and those who have made exceptional contributions to the fashion industry.

Mission

To sashay its way towards the explosion of colour and boldness that appreciate the hard work and devotion of creative talents and pioneers from diverse verticals of the fashion business.

Aim

To be known for bringing modern punk and inspire people to strive for greatness while being a part of nation's most prestigious Fashion Award ceremony. To integrate fashion that speak up for the ethos of environment.



WHY FRANCHISE WITH FTV ?

Aside from 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.

FASHIONTV

SOME FASHIONTV KEY FACTS

- Viewed on 10 million public TV sets.
- 5M website visits every month
- FashionTV app has over 500K subscribers & 35K installations per month.
- The fashionTV.com has an average 500,000 monthly visits.
- The video platform DailyMotion has an average of 500,000 monthly views.



USP OF FASHIONTV

- Massive Profits
- 360 degree support
- Brand Equity Leverage
- Strong Industry
- Linkages
- Global Presence
- Exhilarating Events
- Ubiquitous Promotions



f-models



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

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).



f-designer

USP OF FASHIONTV

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
MAKE UP
ARTISTS

SOCIAL MEDIA STATISTICS

- 150 new stories (Facebook)
- 200 new stories (Instagram)
- 50 new stories (Twitter)

MORE THAN 300 NEW STORIES PER DAY!

- 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.

Due to FashionTV 's brand popularity and social media engagement from our beloved customers and influencers all the platforms are engaged from every locations.

FASHIONTV

SOCIAL MEDIA MARKETING

INSTAGRAM

YOUTUBE



FACEBOOK

TWITTER

LINKEDIN

FASHIONTV

SOCIAL ENGAGEMENTS



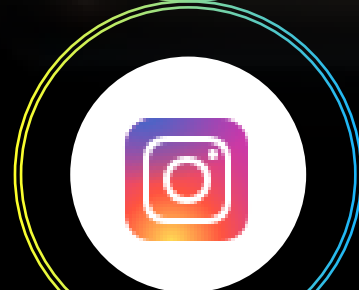
INSTAGRAM UPLOADS



TWITTER POSTINGS



FACEBOOK UPLOADS



INSTAGRAM CHECK-INS



FACEBOOK CHECK-INS



LINKEDIN POSTS



YOUTUBE VIDEOS



GOOGLE ADS

FASHIONTV

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

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FASHIONTV 360 DEGREE FRANCHISE SUPPORT

Pre-Opening Support:

- Location Analysis and approval.
- Architect, **DESIGNS**, Layout, Etc.
- **DIAMOND** Inspired Designs (Walls, Ceilings, Furniture, etc.)
- Staff Recruitment.
- FashionTV Proprietary Products Supply.
- Other Products and Vendor Tie-ups.
- **STRATEGIC** Planning.
- Staff extensive Training and execution.
- FashionTV Billing & Security Platform.



LAUNCH SUPPORT

- Planning and Execution.
- Launch Plan in SMM and PR
- Promotions
- Cross Marketing.

POST OPENING SUPPORT

- Sales Incremental Strategies.
- Audits.
- Promotional Offers.
- FashionTV Loyalty Membership programs.
- Google and Website Listing

FTV FRANCHISE BENEFITS

- Association with the World's LARGEST Fashion and lifestyle media brand with a strong presence in 196+ countries and 2 billion viewers worldwide.
- Great Business Opportunity with GREATER Returns.
- Develop a huge fruitful circle of a business network.
- Become a leader in fashion and lifestyle industries in your city cream society.
- Get to be the next VIP jet setter being on the VIP list of every exhilarating event in your city.
- Get to use the FTV visiting card as your power currency.



fashion awards BASIC REQUIREMENT

AAA LOCATION

FTV Fashion Awards must be hosted in prime and posh locations where convenience and luxury are atop the list.

STRONG FINANCIAL BACKINGS.

All affiliates must ascertain strong financial backing to ensure the success of the business.

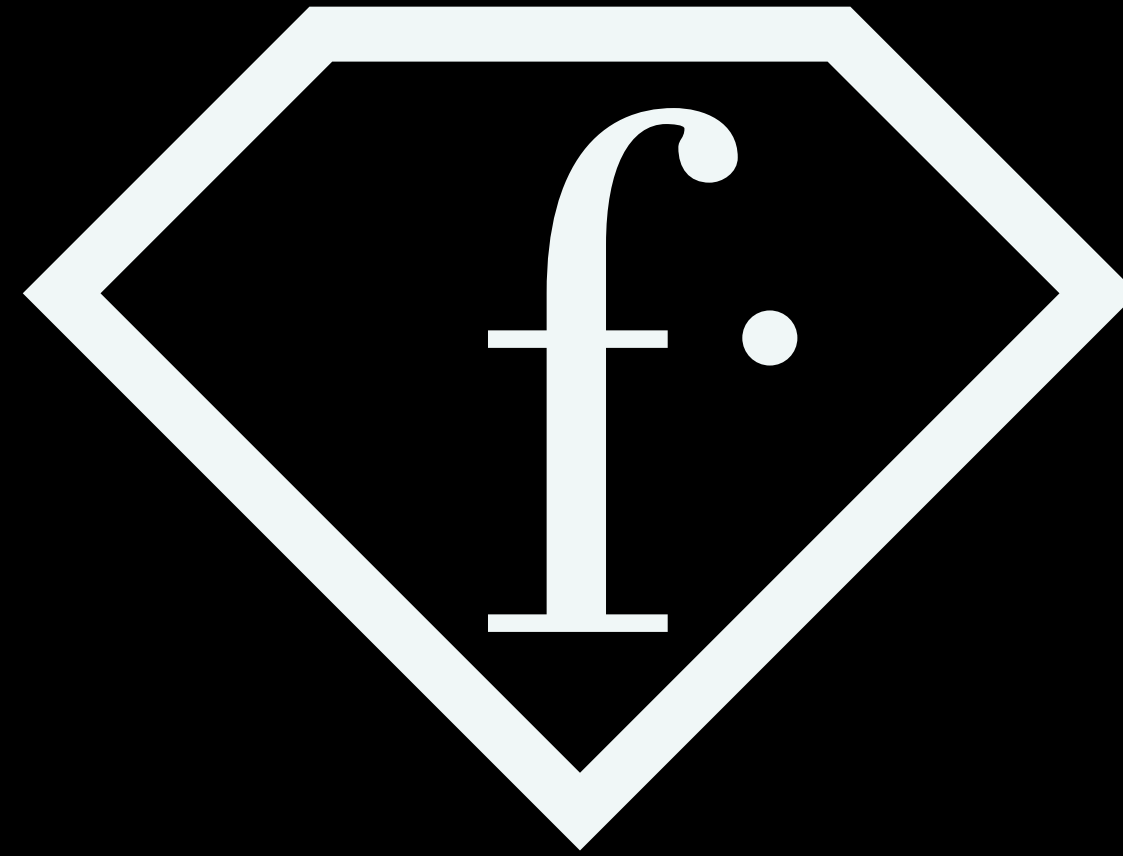
EVENT INDUSTRY ATTRACTION.

All affiliates must have a liking and attraction towards the Fashion Industry with a fervency to learn, explore and strive to succeed.

STRONG DESIRE TO BE MORE: Rich, Famous, and Successful.

FINANCIALS

MODULE	EVENT FEE	ROYALTY	INVESTOR HOLDING CAPACITY
Category A	Rs.30,00,000	10%	Rs.50,00,000
Category B	Rs.20,00,000	10%	Rs.40,00,000
Category C	Rs.15,00,000	10%	Rs.30,00,000



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AWARDS