



AN  
ULTIMATE  
FASHION  
EXPLOSION

FASHIONTV Fashion Prades

The Home of *fashion*



# FTV Fashion Parades

FashionTV, the world's largest fashion media brand, now introduces India's most illustrious fashion parade.

FashionTV is dedicated to establishing FTV Fashion Parades as a national event while also aspiring to make India a worldwide fashion phenomenon.

This stunning event provides possibilities for emerging talent in the country as well as the essential exposure to global art culture, therefore making fashion a stunning essentiality.

It will be adorned by distinguished personalities of the industry from all over the world, whose presence will add a bright and stunning romp to the ambience.

Furthermore, the splendour, glamour and vogue of FTV Fashion Parades will leave everyone with an unforgettable and extraordinary experience.



# FTV Fashion Parades in India

India is increasingly becoming a hotspot for fashion and beauty events.

According to recent study, India's fashion business has emerged as one of the world's fastest-growing, with a 15 percent compound annual growth rate (CAGR) estimated to reach \$102 billion by 2022.

India has enormous potential for fashion parades driven by:

- International trend exposure.
- Willingness to immerse oneself in the realm of fashion.
- Increased disposable income

Furthermore, Fashion Parades encourages young and aspiring fashion designers to showcase their stunning creations in partnership FashionTV.



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# FTV Fashion Parades Philosophy

## V i s i o n

To develop a platform for dedicated designers to display their latest collections that is teeming with innovation and craftsmanship amongst the fashion industry's esteemed names.

## M i s s i o n

We endeavour to encourage designers and cultivate a fashionable and progressive clientele across the country, with the goal of making India a worldwide fashion phenomenon.

## A i m

To become an internationally acclaimed event in the world, as well as the most sought-after fashion parade according to international standards.

# Why Franchise 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.

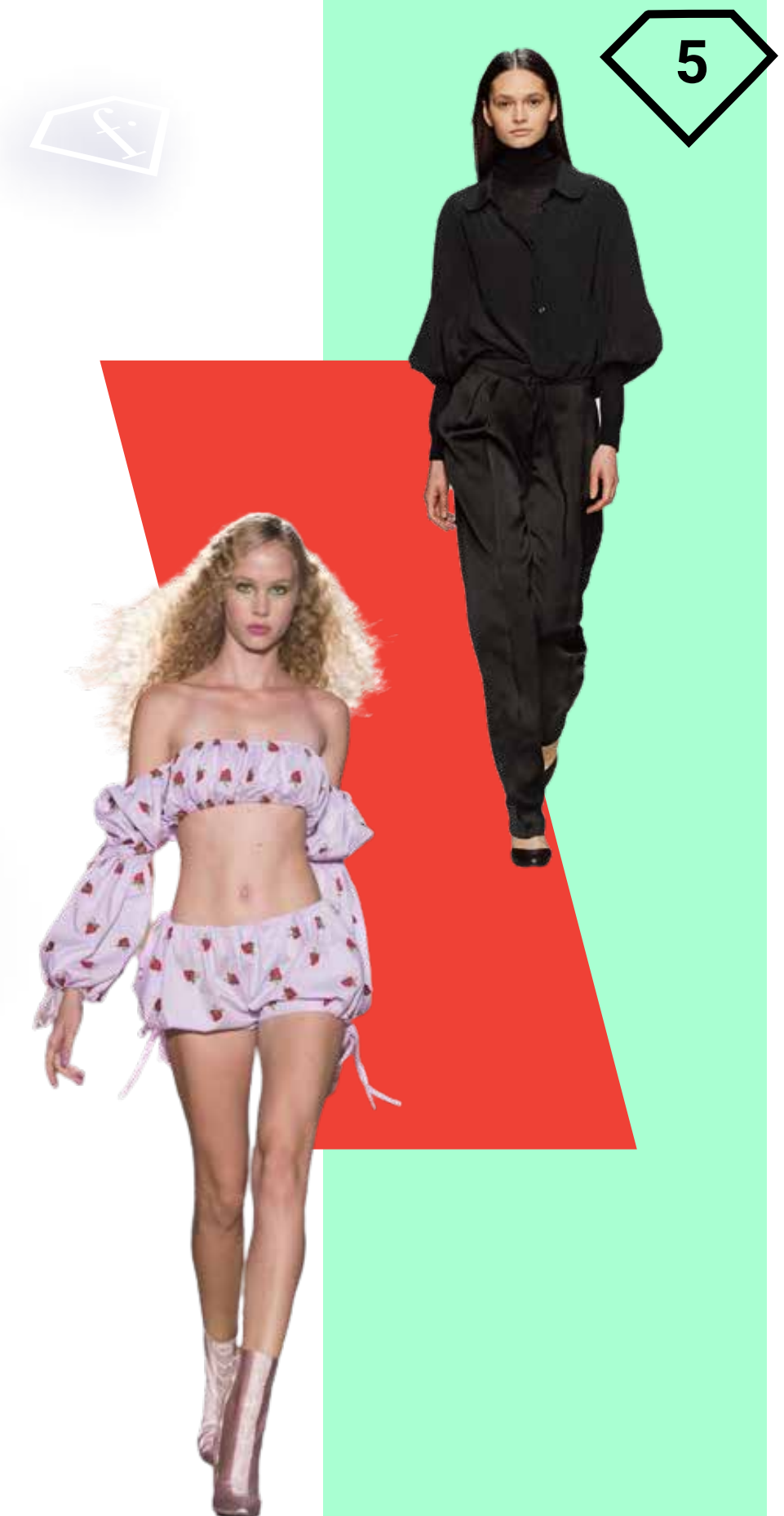
100 PLUS HOURS of new fashion and lifestyle content every week.

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.

# FTV 360° FRANCHISE 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.

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 FASHIONTV

## 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



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# Social Engagement



INSTAGRAM UPLOADS

YOUTUBE VIDEOS

FACEBOOK CHECK-INS

LINKEDIN POSTS



FACEBOOK UPLOADS

TWITTER POSTINGS

GOOGLE ADS

INSTAGRAM CHECK-INS



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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 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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# FTV Fashion Parades License Basic Requirement

## 1. Location

FTV Fashion Parade will be hosted in the metropolitan area alluring people to embrace the fashion industry.

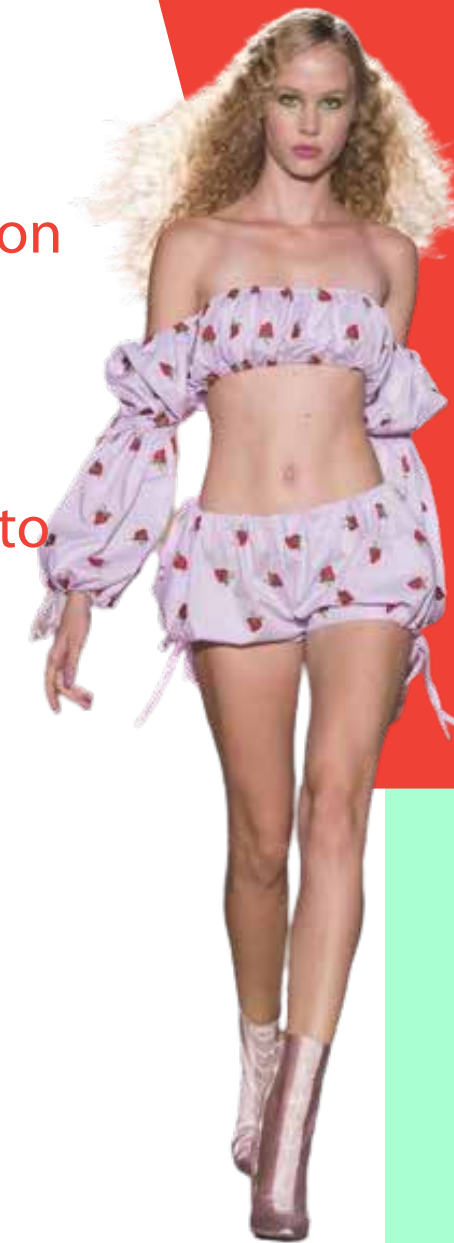
## 2. Strong Financial Backings

All partners purchasing the FTV Fashion Parades must be able to show strong financial backings to ensure the success of the business.

## 3. Event Industry Attraction.

All partners must have a profound liking and knowledge of the Fashion Industry along with a strong desire to educate and inspire patrons of the nation.

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



# FTV Fashion Parades License Financials

LICENSE FEES :

MANUFACTURING COSTS : ON ACTUALS

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