

The Home of *fashion*

 fashiontv

Presents

FASHION
WEEK



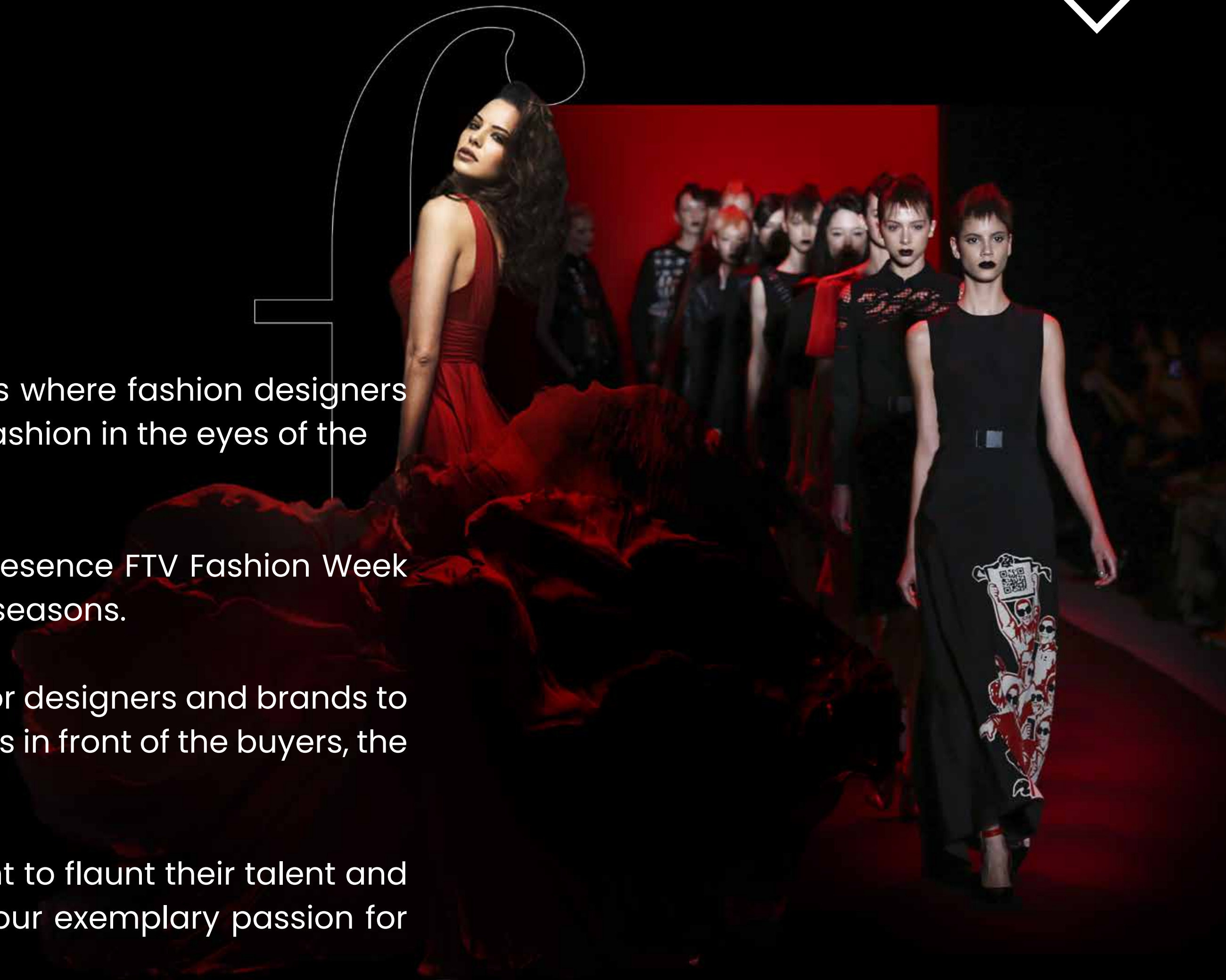
FASHION WEEK IN INDIA

- Revenue in the Fashion segment is to reach US \$16,853 Million in 2021. Revenue annual growth rate (CAGR 2021–2025) of 18.39%, resulting in a projected market volume of US \$33,109 Million by 2025.
- In the Fashion segment, the global revenue share reached 20% in 2020. It is to grow at 15% CAGR till 2022 and become a \$102 billion Indian market for apparel as per a recent report due to increasing disposable income and rising online shopping infrastructure.
- The Indian Fashion industry is in cocoon currently and has the potential to make a mark on the world stage. Fashion in India is a vastly growing industry with international events such as the Indian Fashion Week and annual shows by fashion designers in the significant cities of the country.



FASHIONTV FASHION *Week*

- FTV Fashion Week is one of the most stunning forums where fashion designers and brands exhibit their latest collections in runway fashion in the eyes of the industry's most distinguished.
- Attributable to the brand name and strong global presence FTV Fashion Week influences trends of the current as well as upcoming seasons.
- FTV Fashion week bestows an extravagant platform for designers and brands to showcase their latest collections on tantalising models in front of the buyers, the press and the masses.
- This platform provides an opportunity for young talent to flaunt their talent and find their way into the international colosseum with our exemplary passion for fashion in the nation.



FASHION *Week* PHILOSOPHY



VISION

Alter India into a global fashion hub by providing a platform to young talented designers, artists and visionary individuals.



MISSION

To take Indian Fashion Industry on a soaring eschelon by showcasing the most chic and unmatched designs by unrivaled designers of our country.



AIM

To transform how fashion is perceived by successfully orchestrating a stunning week-long fashion event in India.

WHY AFFILIATE WITH FTV ?

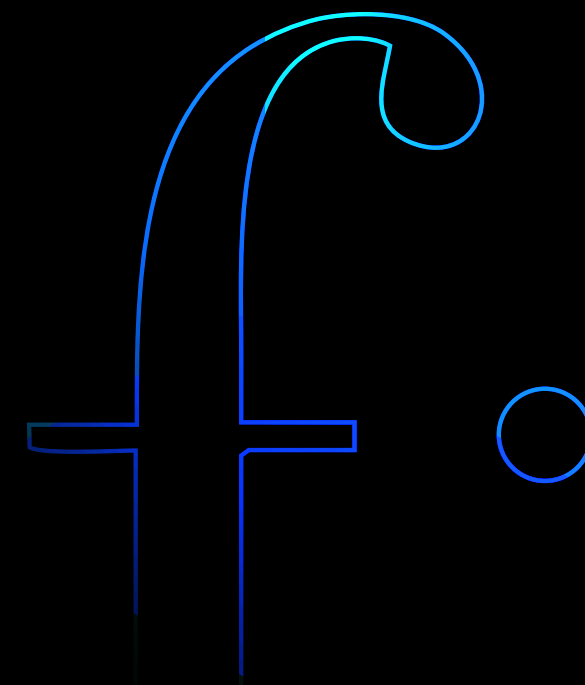
ASIDE FROM BEING THE LARGEST FASHIONTV NETWORK, THE REASONS ARE MANY BUT SOME OF THEM ARE:

- 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.



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



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 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).

FASHIONTV

USP OF FASHIONTV

FashionTV beverages

FashionTV apparels

FashionTV lingerie

FashionTV cosmetics

FashionTV accessories

FashionTV art jewellery

FashionTV eyewear

FashionTV footwear

FashionTV bags

AND MORE!!



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.





SOCIAL MEDIA MARKETING

Dedicated social media marketing handles



FACEBOOK



INSTAGRAM



TWITTER



LINKEDIN



YOUTUBE



SOCIAL ENGAGEMENTS



Instagram uploads



Facebook check-ins



Twitter postings



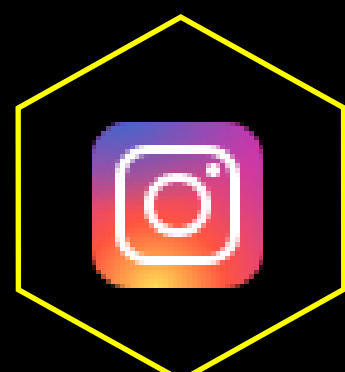
LinkedIn posts



Facebook uploads



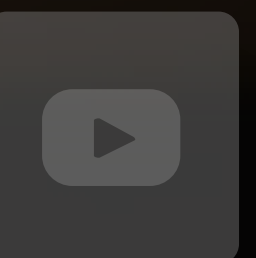
Youtube videos



Instagram check-ins



Google ADs



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

FASHIONTV



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

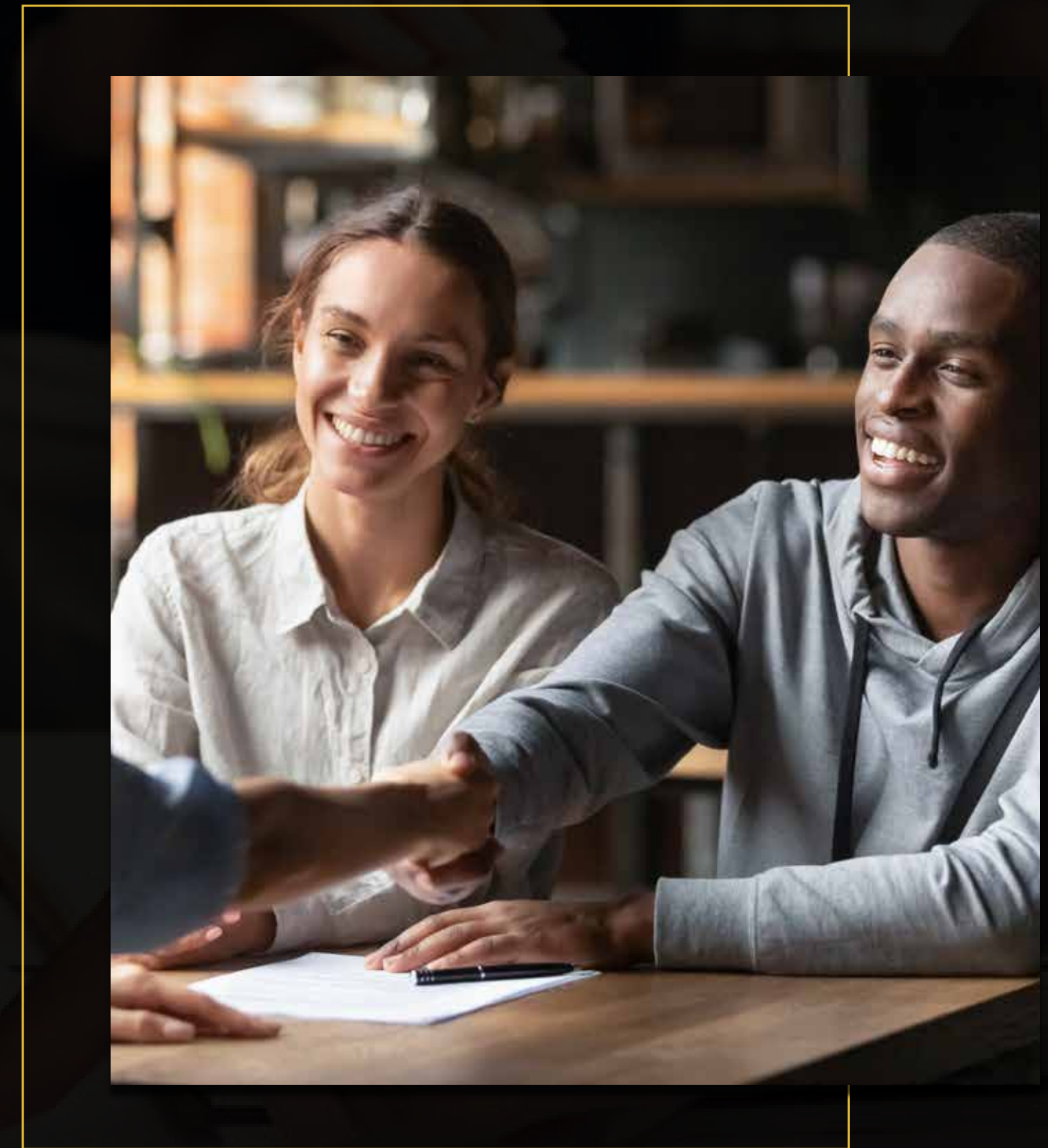
- Planning and Execution.
- Launch Plan in SMM and PR
- Promotions
- Cross Marketing.

POST OPENING SUPPORT

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

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 *Week*

BASIC REQUIREMENT

AAA LOCATION

FTV Fashion Week should be held in prime and posh locations to reach out to the audience that may tend to lean towards fashion and leisure activities.

STRONG FINANCIAL BACKINGS.

All affiliates must be able to show strong financial backing to ensure the success of the business.

EVENT INDUSTRY ATTRACTION.

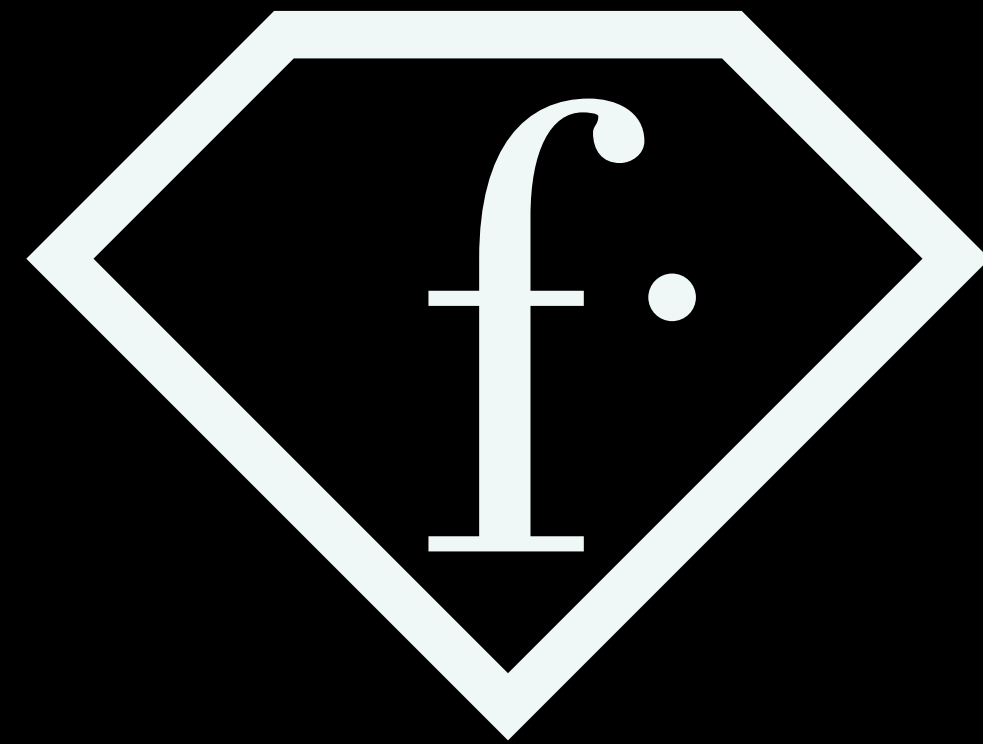
All affiliates must have attractions and likings towards the desired industry with a zeal to learn, explore and strive to succeed.

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

FASHIONTV
FASHION *Week*
FINANCIAL

FRANCHISING FEE	25 LAKHS
TOTAL INVESTMENT	50 LAKHS
2 EVENTS IN 1 YEAR	

 fashiontv



FASHION
WEEK