

The Home of *fashion*



FTV FASHION PARADES

- Fashion TV, The World's largest fashion media is bringing the **most prestigious** fashion parade in India.
- The FTV Fashion Parade is committed to making India a **global fashion phenomenon**.
- Our parade gives opportunities to the upcoming talent in the country and the necessary exposure to the **global culture**, making fashion a mainstream occurrence in the lives of people of India.

FASHION PARADES IN INDIA

- Fashion Parades gives a chance to young and budding fashion designers to display their new designs in collaboration with FashionTV.
- India is rapidly turning into a hub for fashion and beauty related events.
- These outfits and accessories are displayed to prospective buyers, influencers and various celebrities for publicity purposes.
- India holds an amazing potential for fashion parades:
 - Exposure to international trends.
 - Willingness to explore the world of fashion.

FTV FASHION PARADES PHILOSOPHY

VISION

TO BUILD A SPACE FOR PASSIONATE DESIGNERS TO SHOWCASE THEIR LATEST COLLECTIONS WITH THE BIGGEST NAMES IN THE INDUSTRY.

MISSION

PROMOTE DESIGNERS AND CURATE A STYLISH CROWD ACROSS THE COUNTRY, MAKING INDIA A GLOBAL PHENOMENON.

AIM

TO BECOME THE MOST CELEBRATED SHOW GLOBALLY, AND HIGHLY SOUGHT AFTER FASHION PARADE ADHERING TO INTERNATIONAL STANDARDS.

WHY FRANCHISE WITH FTV??

Aside of being the LARGEST Fashion TV Network, the reasons are many but some of them are:

- * **12 Channels of 24 hrs** dedicated to Fashion & Lifestyle channels.
- * **23 YEARS** of existence.
- * **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 NOTES

- 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.

FASHIONTV 360 DEGREE FRANCHISE SUPPORT

Pre-Opening Support:

1. Location Analysis and approval.
2. Architect, **DESIGNS**, Layout, Etc.
3. **DIAMOND** Inspired Designs
4. Staff Recruitment.
5. FashionTV Proprietary Products Supply.
6. Other Products and Vendor Tie-ups.
7. **STRATEGIC** Planning.
8. Staff extensive Training and execution.

LAUNCH SUPPORT

1. Planning and Execution.
2. Launch Plan in SMM and PR promotions
3. Social Media and Influencer Marketing.
4. Cross Marketing.

POST OPENING SUPPORT

1. Audits and Ideas
2. Promotional Offers.
3. FashionTV sponsorship opportunities
4. Google and Website Listing.

USP'S 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 FashionTV 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.

USP'S 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 a lot more.

USP'S OF FASHIONTV

FashionTV unique DIAMOND Inspired Design

- FashionTV upholstery
- FashionTV stage design
- FashionTV banners
- FashionTV podium
- FashionTV ramp
- FashionTV lighting
- FashionTV stalls
- FashionTV flyers/printouts



USP'S 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:

- FACEBOOK
- INSTAGRAM
- TWITTER
- YOUTUBE
- LINKEDIN

SOCIAL ENGAGEMENT

- Instagram **UPLOADS**
- Twitter Postings
- Facebook Uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn Posts
- YouTube Videos
- Google AD's

SOCIAL ENGAGEMENTS 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 AD's
- Facebook ads post and likes campaign
- Instagram Ad and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video BOOST

FRANCHISE BASIC REQUIREMENTS

1. AAA Location

FashionTV Parades should be organized in a prime triple A location of the city.

2. Strong Financial Backings

All franchises must be able to show strong **financial** backings to ensure the success of the business..

3. FRANCHISE FNB Industry Attraction.

All franchisees must- have attraction and liking towards the **desired** industry with a zeal to learn, explore and strive to succeed.

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

FASHIONTV FRANCHISE FINANCIALS

CATEGORY	LUXURY	REGULAR
Franchising Fee	Rs. 30 Lacs	Rs. 20 Lacs
Area Up to	4000 Sq. Ft.	2000 Sq. Ft.
Investment	Rs. 2.5 Cr	Rs. 1.5 Cr
Royalty	10%	10%
	76%	75%

Notes: These are approx. figures based on worldwide stores. The actual cost will vary as per the location. Taxes as applicable. Shop Cost & Working Capital extra on actual.

FTV FASHION PARADES FEATURES

- Mentoring by the top industry experts that collaborate with us to train our young designers and guide them on a path in the industry.
- FTV Fashion parades feature the latest designs from some of the best fashion designers.
- Catch everything that's hot from around the globe, latest styles, trends, silhouettes, patterns from top designers.



FTV FRANCHISE BENEFITS

- Association with World's **LARGEST** Fashion Brand
- Great Business Opportunity with **GREATER** Returns Develop a huge fruitful circle of a business network
- Become a leader in fashion and lifestyle in your city
- Get to be the next VIP jet setter
- Be on the VIP list of every Invitee List of your City Events
- Become the respected player in your city fashion industry
- Be seen and surrounded with the who's who of your City
- Meet the most beautiful and **FASHIONABLE** people
- Use the FTV visiting card as your power currency

FTV FASHION PARADES FEATURES

- Our state-of-the-art diamond shaped ramp walk add extra oomph to the show to create an ambiance of **luxury and glam**.
- FashionTV inspired **furniture, upholstery, specific lighting, stalls** for buyers to choose from their favourite designs and marketing flyers designed with best graphics.

FASHIONTV FRANCHISE – AN INVITATION...

FashionTV / FTV is looking to partner with sound well-settled business-minded and experienced persons like you.

We also expect our **POTENTIAL** partners to know about international fashion and lifestyle mind-set.

If you find the:-

1. **Basic brand requirements**
2. **FashionTV Facts**
3. **Brand Support**

Exciting and **INTERESTING** enough to partner and associate with us, then for further information and discussion please call / message/email us.

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