

 fashiontv

FashionTV F – HOUSE

**The Home of *fashion***

# F-HOUSE

 fashiontv *f-house*

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**The Home of *fashion***



# F-HOUSE IN INDIA

- India's fast-paced economy goes hand in hand with its speedy lifestyle.
- Due to India's steadily developing middle class, high rates of disposable income, and attracting increasing attention among millennials to commute around their country of residence, the global hospitality market reached 3486.77 billion U.S.D in 2020 and was forecast to grow to 4132.5 billion U.S. dollars in 2021 at a compound annual growth rate (CAGR) of 18.5 percent.
- Furthermore, FashionTV's exceptional services, magnificent ambience along with the most luxurious events and amenities, that are second to none, the success of F-House is ineluctable.



# F-HOUSE

- FashionTV's F-House, set at the most buzzworthy locales of all the major metropolitan cities with interiors that reflect the culture of our brand.
- This is a unique place created in a unique setting combining culture, fashion, music, entertainment as well as business.
- At F-House we offer you an opportunity to join an international community exclusively for the elite.
- F-House is all about having all fashionistas, epicureans and revellers indulge in an awe-inspiring experience of style, luxury and comfort with its incomparable serenity and extravagance designed to spoil you and let you have an out of this world experience every time you visit us.
- Whatever it is that you're looking for, we've got it! From exhilarating NiteLife and glamorous fashion events exclusive retail stores, there's no place superior to F-House.



# PHILOSOPHY

## VISION

Our vision is to provide a prime place with incredible services and infrastructure for the socialites of the nation for their recreational activities.

## MISSION

F-House intends is to deliver a broad selection of amenities, facilities, and services to our members and visitors impelling them to visit often for an unforgettable experience.

## AIM

Our aim is to establish the finest destination for the elite to engage and elevate F-House to worldwide platforms by providing immaculate and exceptional services.



# 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 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 196 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'S OF FASHIONTV

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



# 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 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).



# 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 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.



Dedicated Social Media Marketing Handles:



**LINKEDIN**



**FACEBOOK**



**YOUTUBE**



**INSTAGRAM**



**SOCIAL  
MEDIA  
MARKETING**



**TWITTER**



# SOCIAL ENGAGEMENT



INSTAGRAM UPLOAD



FACEBOOK CHECK-INS



TWITTER POSTINGS



LINKEDIN POSTS



FACEBOOK UPLOADS



YOUTUBE VIDEOS



INSTAGRAM CHECK-INS



GOOGLE AD'S



# 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



# 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



# FASHIONTV 360 DEGREE SUPPORT

## PRE-OPENING SUPPORT:

- Location Analysis and approval.
- Architect, **DESIGNS**, Layout, Etc.
- **DIAMOND** Inspired Designs
- Staff recruitment
- FashionTV Proprietary Products Supply.
- Other Products and Vendor Tie-ups.
- **STRATEGIC** Planning.



# FHOUSE LICENCE BASIC REQUIREMENTS

- **Location**

FHouse must be situated at prime and posh locations in major metropolitan cities where masses may tend to lean towards exquisite leisure activities.

- **Strong Financial Backings**

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

- **Franchise Industry Attraction.**

All affiliates must have an immense liking towards the desired industry with a strong desire to provide people with nothing but the best.

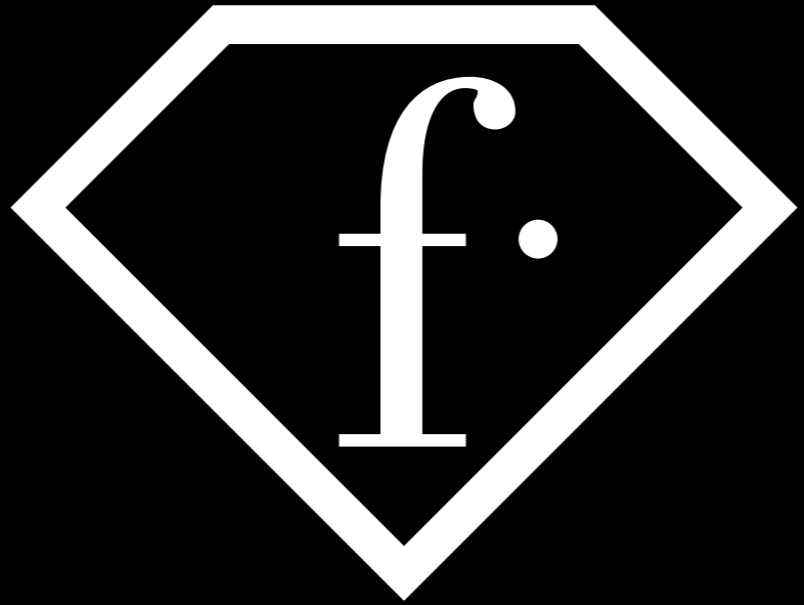
- **Strong Desire to be more:** Rich, Famous & Successful.



# FHOUSE FRANCHISE FINANCIALS

<b>FRANCHISE FEE</b>	1 Crore
<b>AREA REQUIRED</b>	15,000+ sq ft
<b>TOTAL INVESTMENT</b>	10 Crore approx
<b>ROYALTY</b>	10%
<b>ROI</b>	10%





F - HOUSE