



F HOUSE

By

 fashiontv



INTRODUCTION TO F REAL ESTATE BY FASHIONTV



At F Real Estate, we blend the worlds of luxury fashion and premium real estate to create unmatched lifestyle experiences. Our mission is to infuse properties with the glamour and sophistication of the FashionTV brand, elevating them to new heights of prestige and desirability.

F Real Estate Licensing offers developers and builders the opportunity to integrate the prestigious FashionTV brand into their real estate projects. Through licensing agreements, developers gain access to the rights to use the FashionTV brand, logo, and reputation in association with their property developments.

Brand Overview

FashionTV is a globally recognised brand synonymous with luxury, style, and innovation. With a presence in 196 countries, FashionTV has established itself as a leader in the fashion and lifestyle media brand, making it perfect for developers aspiring to enhance their projects and establish themselves as premier developers in the real estate industry.



F HOUSE BY FASHIONTV

F House, part of the F Real Estate brand licensing program, offers investors and developers a chance to bring a very unique and revolutionary concept to life, where they can create and manage a versatile space that includes elements like glamorous fashion events and top-notch outlets such as F Cafe, F Bar, F Lounge, Club, Fashion Gallery, Wellness Centre, Luxury Rooms, and Premium Retail Outlets, all within a single project. This seamless fusion of cuisines, fashion, music, events, entertainment, and business elevates their hospitality offerings significantly.

These Houses are designed to cater to every aspect of a human's leisure time, providing spaces for drinking, dining, relaxation, and work. By becoming part of an international community focused on elite individuals, investors and developers can enhance their development portfolio, making their hospitality ventures stand out as unrivaled destinations. This not only attracts elite clientele but also establishes a reputation for excellence in the hospitality industry.

Key Features

01 Unique Concept:

Through F House licensing, investors and developers can integrate a unique concept into their projects. This involves blending entertainment, wellness, and business to craft an extraordinary experience for elite clientele.

02 Global Brand Association:

Collaborating with a globally recognized brand like FTV will enrich your project's prestige and visibility. Our licensing brings the trust and allure of FTV to your development, attracting affluent visitors and guests and enhancing the desirability of your project.

03 Differentiation and Competitive Advantage

The integration of the FashionTV brand sets F House apart from competitors, positioning them as unique leisure hubs in the hospitality landscape. This differentiation gives a competitive edge in attracting visitors and guests.

04 Revenue Potential

With the FashionTV brand association, F House can expect increased foot traffic and higher visitor rates, leading to enhanced revenue streams and greater returns on investment for developers and investors.

PHILOSOPHY



Vision

To be the premier choice for investors and developers seeking to elevate their hospitality offerings with the prestigious FashionTV brand, setting new standards of luxury hospitality developments and global recognition in the industry.

Mission

FTV seeks to forge creative alliances with developers through licensing, allowing them to craft premium hotel destinations that epitomize luxury, sophistication, and iconic vacation spots. Our goal is to allure high-end clientele in search of premium leisure experiences.

Aim

We aspire to synergise with developers by offering the F Real Estate license, infusing FashionTV's hallmark luxury, elegance, and global allure into hospitality projects. Through collaboration, we aim to redefine opulent entertainment destinations, creating iconic spaces that inspire leisure enthusiasts and captivate discerning visitors worldwide.



DELIVERABLES

Brand Logo Usage

Developers receive the rights to use the FTV brand name and logo in association with their residential projects. This includes permission to incorporate the brand name and logo on Project signage, marketing materials, websites, and other promotional platforms.

Designing Assistance

Enhance your project's visual appeal with our expertise in detailed 3D modelling and intricate design for key elements like architecture, project elevation, and essential amenities. We assist in seamlessly integrating the prestigious FTV brand into your project's overall aesthetics, focusing on key features and external design aspects.

360° Brand Support

Benefit from comprehensive brand support within FTV's operational domain. We provide tailored assistance, ensuring all aspects of your brand strategy, marketing, and operations align seamlessly for optimal success.

F Community Support

Gain access to a network of top investors, VIPs, business leaders, franchisees, and license holders, instantly expanding your customer base and opening doors to new opportunities and collaborations.

DELIVERABLES

Customised Brand Integration

F Real Estate offers tailored branding solutions to suit the aesthetic and concept of each real estate project, ensuring seamless integration of the FashionTV brand while maintaining the project's unique identity.

Digital Marketing Support

Enhance your online presence with our expert marketing skills. We run strategic ads on social media platforms like Facebook and Instagram. You'll receive a total of 90 free creatives, including those before and after your launch, to boost your brand digitally.

Personalised Website D2C Integration

Elevate your online presence with a personalised website designed for seamless lead generation and customer interaction. Our integrated backend ensures a smooth transition of leads and inquiries, optimising your digital footprint for maximum impact.

F Connect

Join events and connect with industry leaders, celebrities, designers, stylists, choreographers, and models through F Connect. Network with the who's who of the industry, opening doors to collaborations and partnerships that elevate your brand.

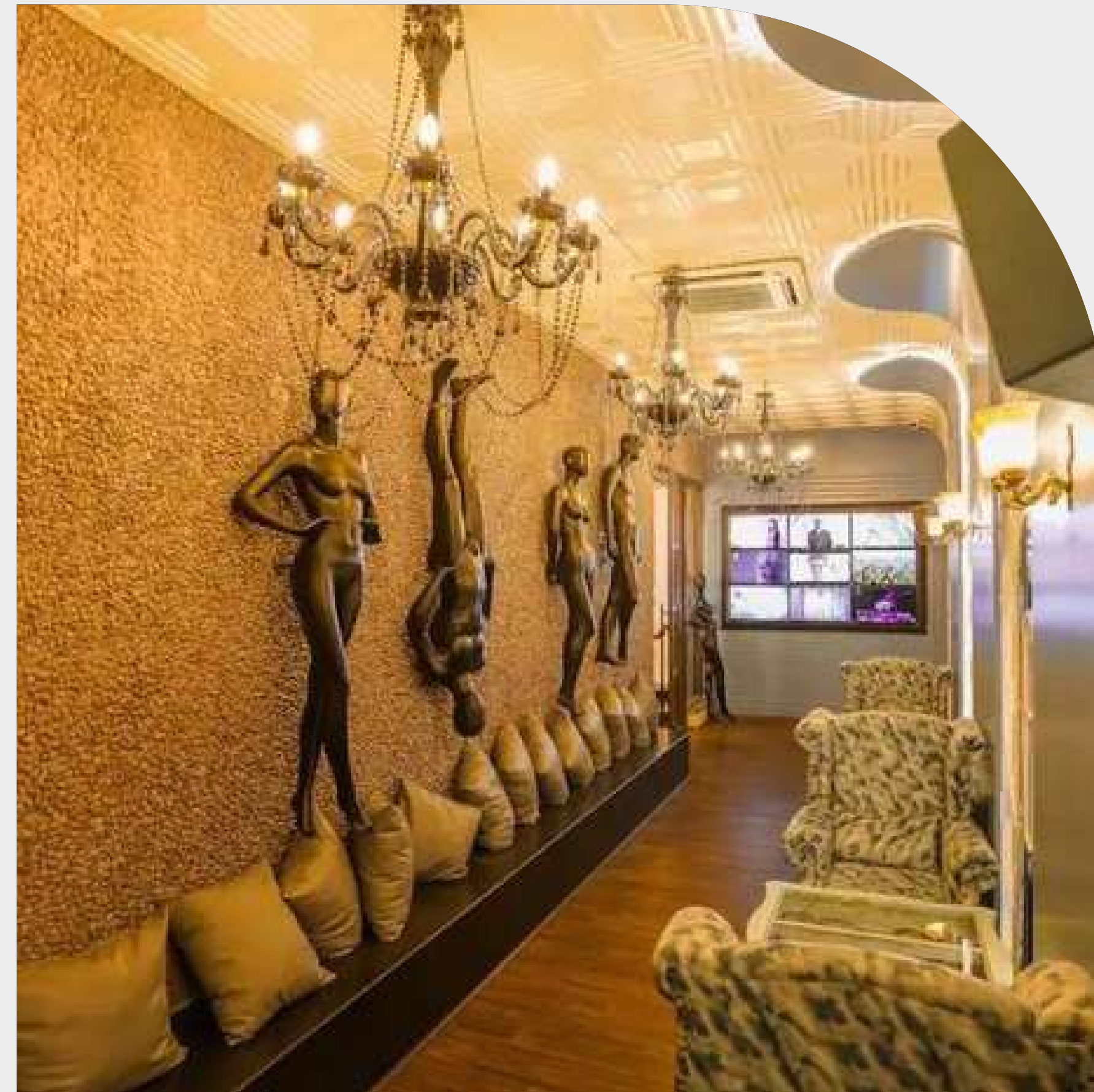
EXPERIENCE GREAT VALUE ADDITION

The importance of an estate in the market holds a certain value as per the Square Feet per area, but with FTV your project holds a higher value as compared to other architecture in the city.

Developers benefit from an additional hike of value, hereby increasing their overall competency and value in the market.

FTV Value addition stands to be a strong USP, enabling higher returns and importance among other real estate agents and projects taken upon.

As per our records, you can view our Value Addition of 20% in our existing projects provided in comparison to other existing developments.



OUR PROJECTS



F RESIDENCES

Pune

UNITS	MARKET R / SQ FT	F RESIDENCES R / SQ FT	VALUE ADDITION
2 BHK	9-10k	12k	20%
3 BHK	11k	13.3k	21%



F RESIDENCES

Pune

UNITS	MARKET R / SQ FT	F RESIDENCES R / SQ FT	VALUE ADDITION
2 BHK	10.1k	12.5k	23%
3 BHK	11.2k	14k	25%



F RESIDENCES

Ghatkopar, Mumbai

UNITS	MARKET R / SQ FT	F RESIDENCES R / SQ FT	VALUE ADDITION
2 BHK	19.7k	24.2K	23%
3 BHK	22.8k	28.5K	25%



F RESIDENCES

Malad, Mumbai

UNITS	MARKET R / SQ FT	F RESIDENCES R / SQ FT	VALUE ADDITION
2 BHK	22.8K	28K	23%
3 BHK	24.5K	29.7K	21%

F HOUSE LICENSE COMMERCIAL

₹ 2.5 Cr* + GST

License Fee

5 Years

Tenure

6%

Royalty

OUR BOARD

Michel Adam

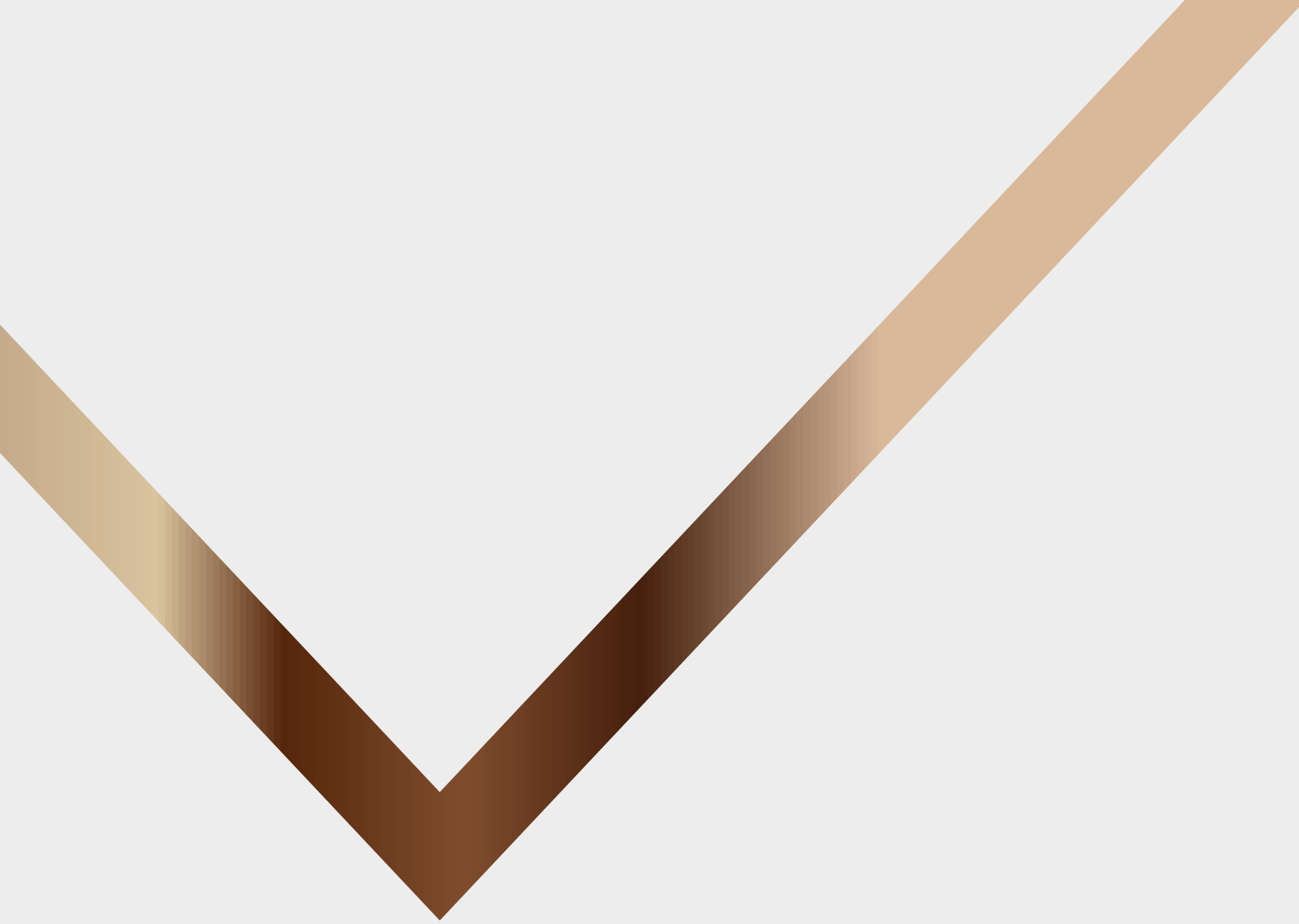
Michel Adam Lisowski is the founder and chairman of FashionTV. He founded FashionTV to create a global fashion platform that focuses on fashion, luxury, and beauty. He is known as the 'FASHION MAESTRO' for his remarkable contribution to the fashion, luxury, and lifestyle industries across the world.



Kashiff Khan

Kashiff Khan, the Managing Director of the world's largest fashion and lifestyle media brand, FashionTV, is an iconic name in the world of fashion and brand business development in India. Moreover, Mr Kashiff is also recognised as an author, writer, and start-up specialist for businesses all over the globe.





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Thank you for sticking through!

