

FashionTV Made to measure

The Home of *fashion*

MADE TO MEASURE

MADE TO MEASURE IN INDIA

- India has emerged as one of the world's fastest-growing fashion markets over the past few years.
- It is projected to grow at 15% CAGR till 2022 and become a \$102 billion market for apparel, as per a recent report.
- The growing penetration of the internet, social media and increasing disposable incomes are now providing the consumers in tier 2 cities and below, increased access to brands and products, says the 'Eliminating Friction in Fashion Path to Purchase' report by Facebook, KPMG and Nielsen.
- The trend of custom-fit clothing in India is reviving as more people are opening up to explore custom-fit luxurious apparel.
- The rise of FTV Made to Measure is a unique breed of glamour, vogue and size- inclusive fashion that's now making its way into the mainstream.



FTV MADE TO MEASURE

- FashionTV, the world's largest fashion and lifestyle media brand is all about letting you explore your individuality and indulge in luxury, fashion and vogue.
- FTV Made to Measure is all about custom tailoring and making the perfect garment that our patronage deeply desires.
- The youth segment in India is highly passionate about fashion and open to testing new apparel styles.
- Everyone desires to pull off an outfit that sits well on their body and gives them a stunning look.
- FashionTV Made to Measure has specialised tailoring solutions that cater to the requirements of the fashion-conscious, elite sections of society, ensuring that our tailored clothing suits the distinctive style, preferences, and requirements of the clientele.
- We craft every little detail into perfection in order to create the ultimate fit and feel for you. Once you've experienced perfection, there's simply no going back.

FTV MADE TO MEASURE PHILOSOPHY

VISION

To advance the fashion and lifestyle benchmarks of the Indian fashionistas by introducing spellbinding styles of tailor-made garments in the nation.

MISSION

To become the first choice for custom-made luxurious attire in India and provide the highest quality services to our beloved customers.

AIM

To construct long-lasting affinities with our clients and bring out the best in fashion tailoring with our highly customised Made to Measure vêtements de luxe.



WHY FRANCHISE 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'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

- 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 ENGAGEMENTS 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

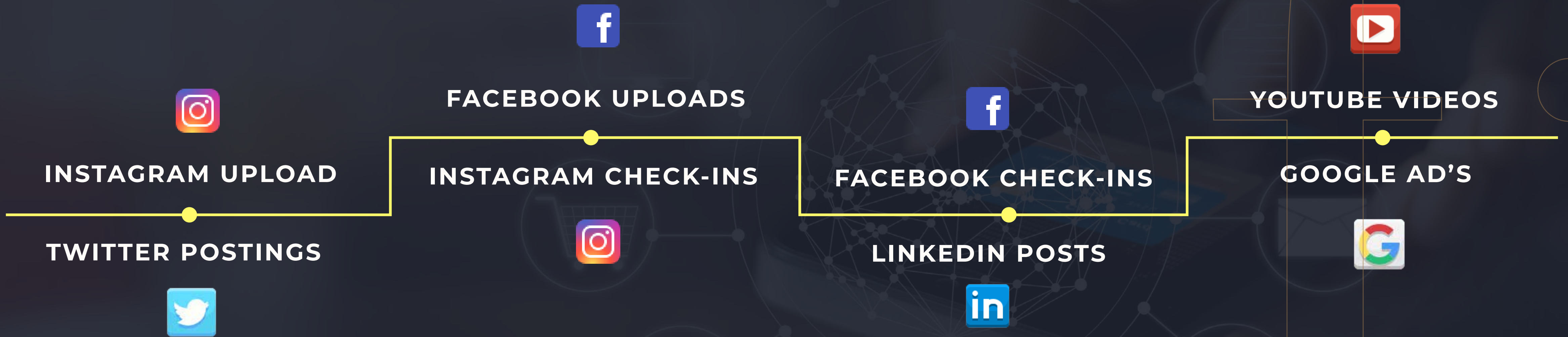
 INSTAGRAM

 TWITTER

 YOUTUBE

 LINKEDIN

SOCIAL ENGAGEMENT



SPONSORED LOCAL LISTINGS

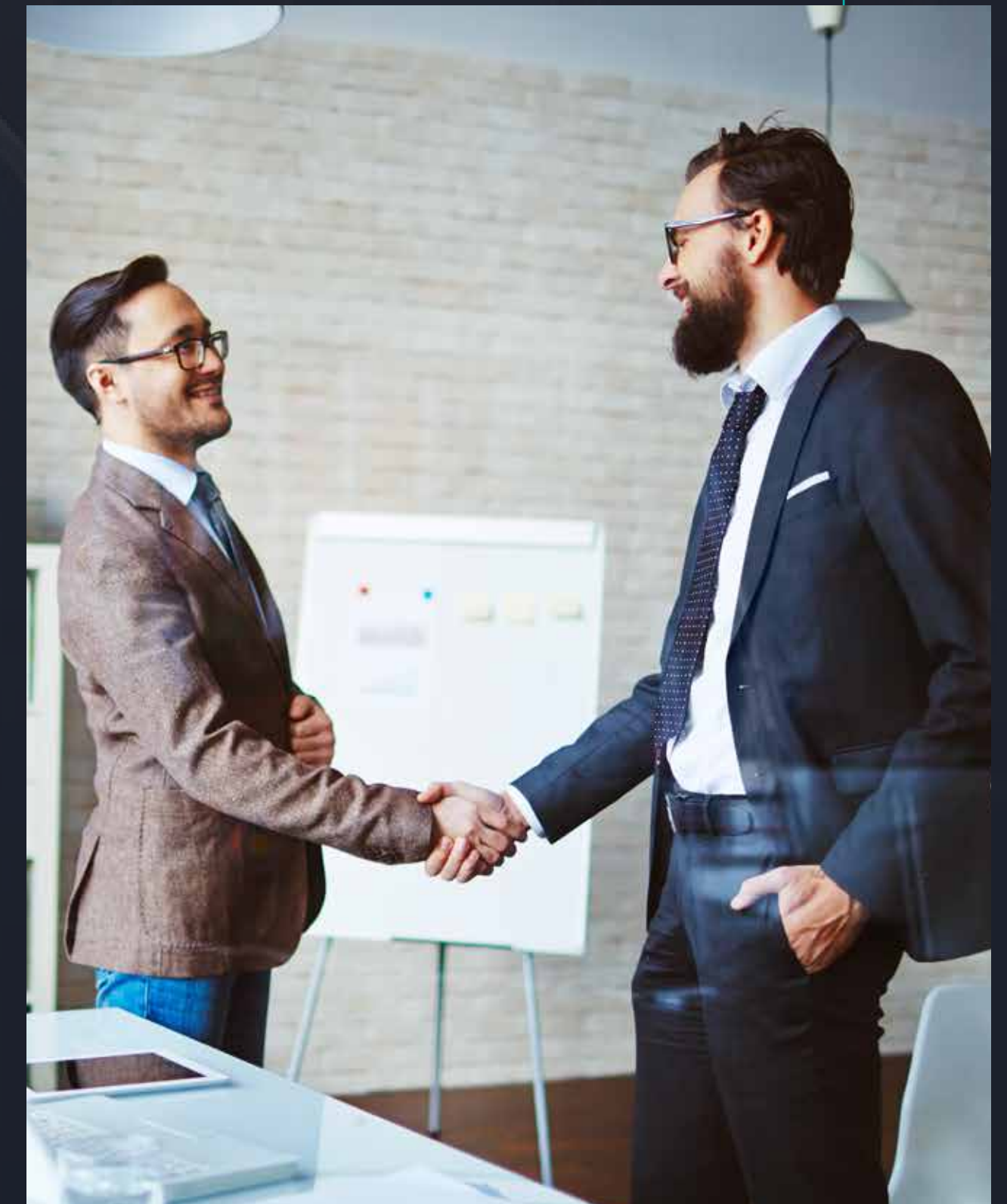
- Facebook Local
- GOOGLE LOCAL
- GPS based ADS
- Facebook ads post and likes campaign
- Google ads words campaign
- Instagram Ad and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video BOOST



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

FTV FRANCHISE 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.



FTV MADE TO MEASURE BASIC REQUIREMENT

AAA Location

FTV Made To Measure outlets should be located in posh metropolitan areas of the city, where it can reach the right segment of the town.

Strong Financial Backings

All affiliates must have strong financial backing to ensure the business excels.

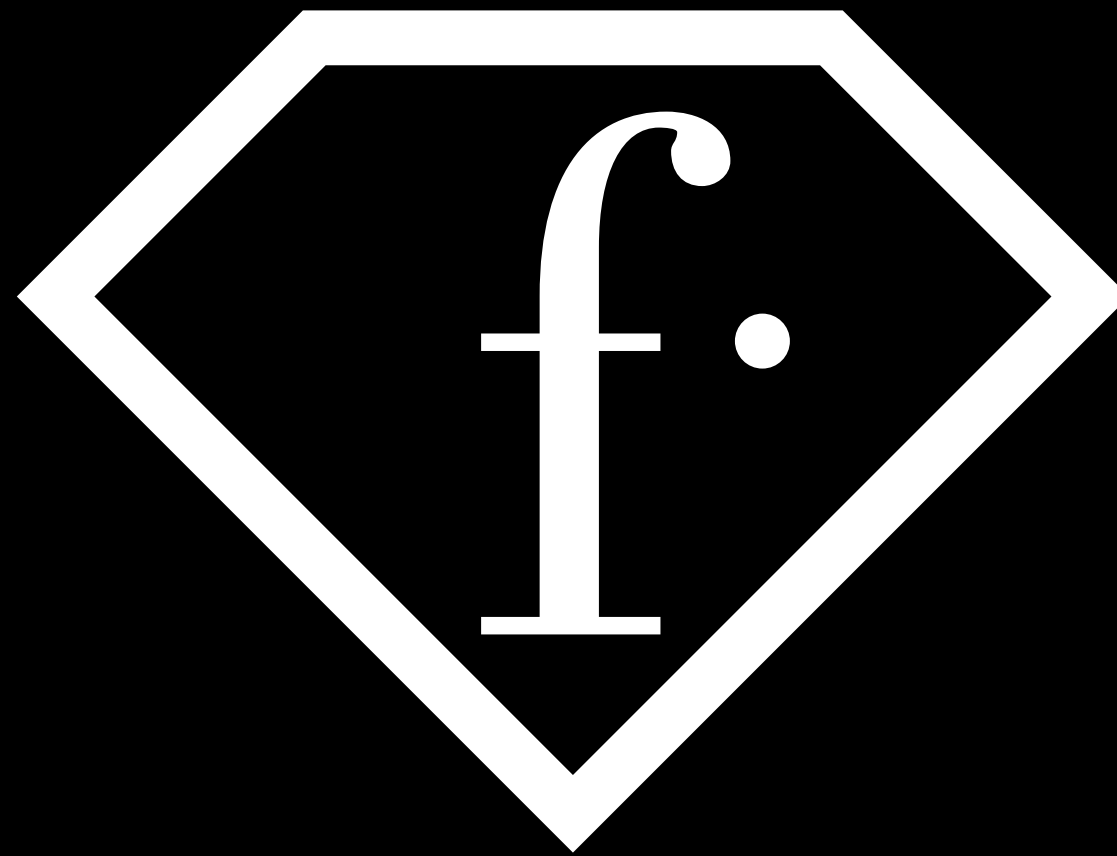
FRANCHISE FASHION Industry Attraction

All affiliates must have interests in the fashion and retail Industry with a zeal to learn, explore and strive to succeed.

Strong Desire to be more: Rich, Famous & Successful

FASHIONTV FRANCHISE FINANCIALS

MODULE STANDARD	STANDARD
Franchise Fee	20 lakhs
Office	800 sq.ft.
Outlet Setup	Rs. 70 Lakhs
Royalty	7%
Average ROI in 3 Yrs.	68%



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