



FTV ATHLEISURE

Athleisure apparel is defined as athletic clothing that is both comfortable and in-vogue. Most of the masses admire to live and work in fittings that makes them more congenial, resulting to which, FTV Athleisure has come up with an exhilarating line of clothing which is an amalgamation of comfort and chic that you can wear practically anywhere. It is a great blend of class, fashion and plush with a wide range of varieties that flawlessly complement any activity.

- **VARIETY:** Leggings, tights, sweatpants, hoodies, jackets, T-shirts and many more are all part of the FTV Athleisure collection.
- **FUNCTION:** FTV Athleisure's elastic fabric and exquisite designs not only accentuates our client's appearances, but also enables them to move effortlessly without feeling smothered.
- **FABRICS:** Fabrics used in FTV Athleisure are sweat wicking that lets your skin breathe, and are extremely comfortable to wear.

FTV ATHLEISURE IN INDIA

The global athleisure market size is estimated to reach USD 549.41 billion by 2028, growing at a Compound Annual Growth Rate (CAGR) of 8.6%. As demand for athleisure apparel increased during the mid- and late 2010s, hence, FTV Athleisure is providing opportunities for investors to thrive.

REASONS OF GROWTH:

- Workplaces that allow employees to dress informally are becoming increasingly common.
- **Fitness has become a status symbol** : The depiction of any successful individual's lifestyle involves fitness as one of the primary motivations.
- **Fitness is empowering** : Social media has a puissant impact on the masses and encourages them to adopt healthy and active lifestyle. FTV Athleisure provides the customers with the trendiest collections that are both congenial and appealing to the eye.
- **FTV Athleisure is comfortable and versatile** : FTV Athleisure offers exceptional comfort and is adaptable to all of our busy lifestyle activities.

FTV ATHLEISURE PHILOSOPHY

VISION

FTV Athleisure aspires to supply customers with multifunctional, comfortable, and fashionable sportswear while also generating significant profits for the investors.

MISION

To construct an athleisure brand that will provide consistent growth in profit and stocks that consistently reach new heights athletic apparels market.

AIM

To establish athletic apparel on a platform where it can exceed customer expectations and market demands by offering unique, versatile and comfortable athleisure goods.

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 193+ **COUNTRIES.**
- Reaching 500 Million + Households.



SOME FASHIONTV KEY FACTS

- 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:

- 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.



LAUNCH SUPPORT

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

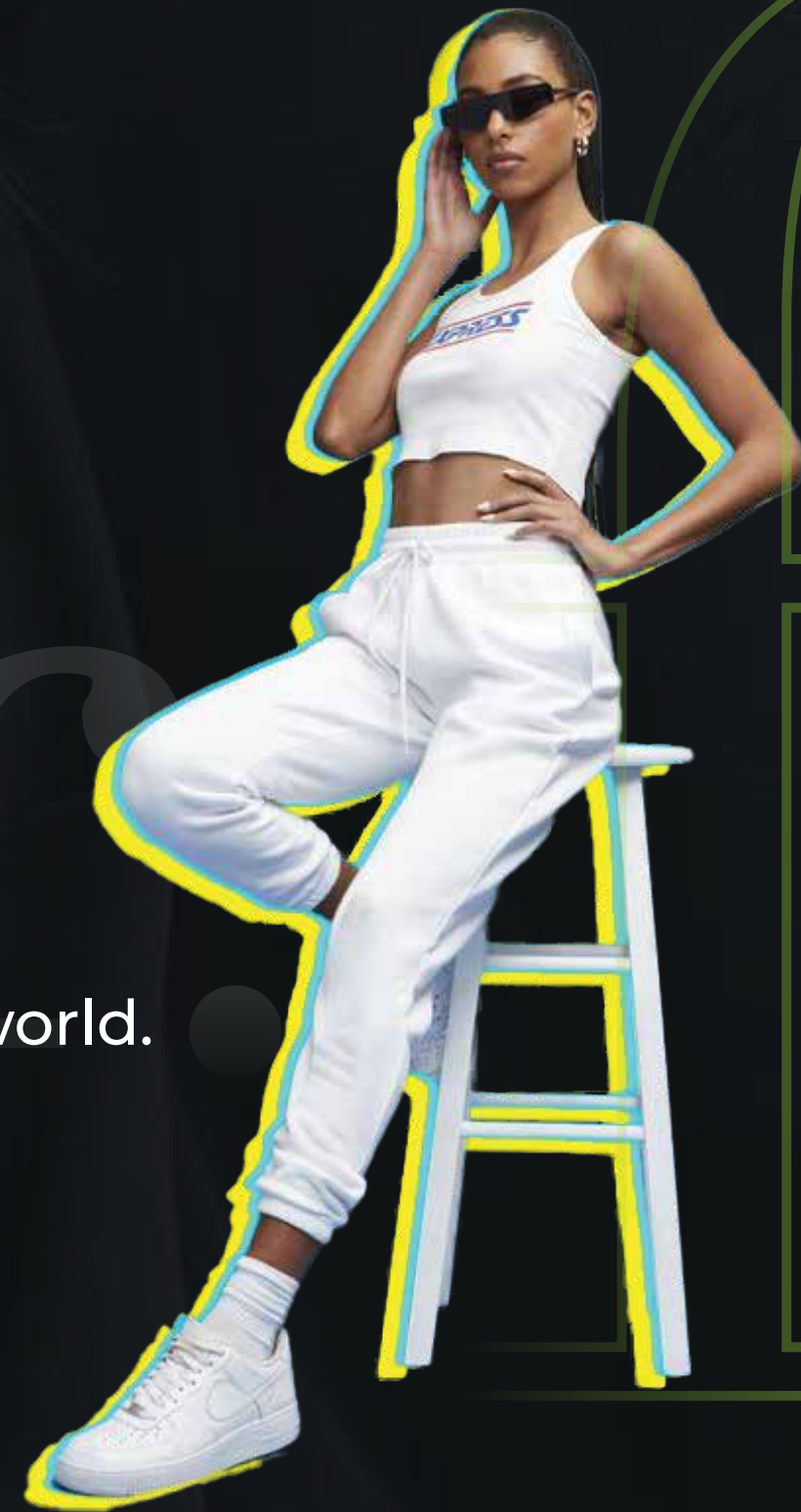
POST OPENING SUPPORT

- Audits and Ideas
- Promotional Offers.
- FashionTV sponsorship opportunities
- Google and Website Listing.

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.



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.



*Fashiontv
Athleisure*

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 BE 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





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

AAA LOCATION

FTV Athleisure will be featured at malls, stores and sport galleries in metro-cities around the country. FTV Athleisure will become the X-factor for your comfort while performing any sports or any casual activities.

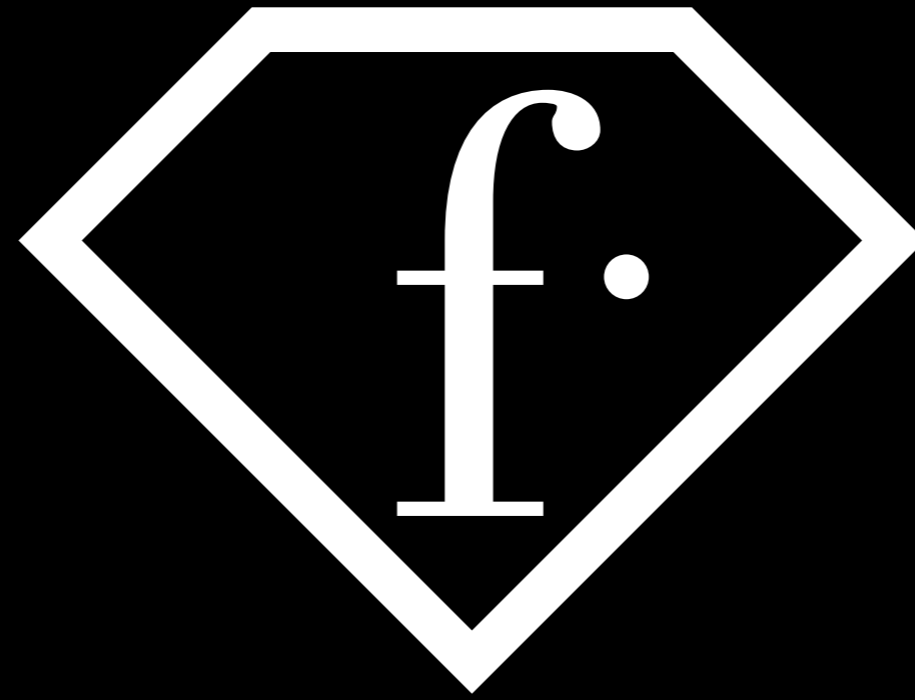
STRONG FINANCIAL BACKINGS

All licences must be able to show strong financial backings to guarantee the success of the business.

FRANCHISE INDUSTRY ATTRACTION.

All licenses must have attraction towards the sports activities and intentions to maintain the quality and standard of FTV Athleisure brand by putting the demand and choices of customers first.

STRONG DESIRE TO BE MORE: To become rich, famous & successful.



ATHLEISURE