

 fashiontv

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FashionTV Lingerie

THE HOME OF *fashion*

Lingerie



 fashiontv *lingerie*

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THE HOME OF *fashion*

Introduction

Fashion isn't all about looking good. Wearing beautiful lingerie that doesn't just make you look good but also makes feel stellar and comfortable in your bodies is what true fashion truly is.

FTV lingerie is the *world's largest fashion media* brand and has now become the global destination for the hottest fashion lingerie at an unbelievable value, empowering women to feel *confident and sensual*.

With 50 shades of lace panties to sultry satin brassieres, FTV Lingerie is gonna be your *best friend*.



Potential in India

The lingerie market in India has witnessed a stupendous growth and has undergone a transformational change.

Valued at around US \$ 3 billion in 2017 and expected to grow by 2023 at a CAGR of around 14% to reach US \$ 6.5 billion.

With an exceptionally high number of women becoming independent and owing to their freedom, comfort and sexuality along with a high disposable income and social progression are factors contributing to the growth of this market.



FTV Lingerie Philosophy

VISION: FTV Lingerie has a vision to provide daily luxury for women. Our brand promises the most beautiful, comfortable and highest quality women's lingerie.

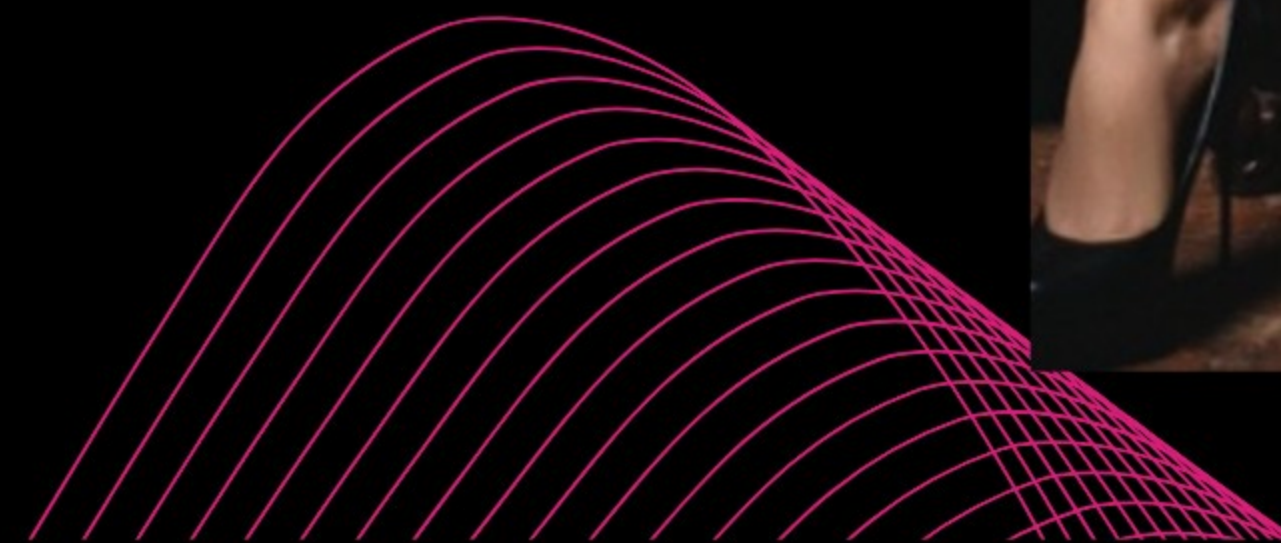
MISSION: To create women's lingerie that makes women feel comfortable and beautiful in their bodies every single day.

AIM: Our aim is to become the most recognizable lingerie brand in the country and eventually establish itself as a benchmark in the global Fashion Industry.

FTV Lingerie Philosophy

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

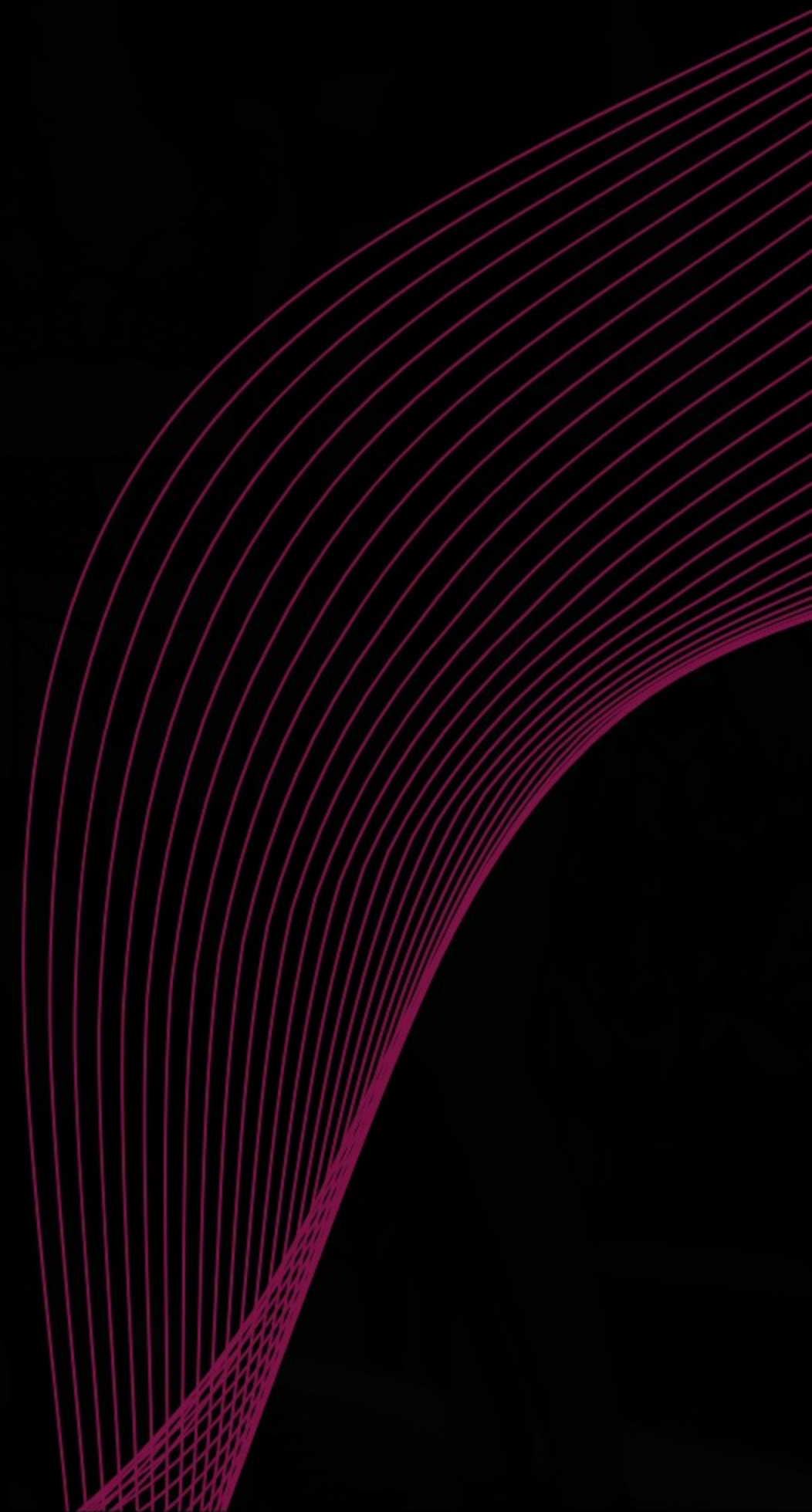
- > 12 Channels of 24 hrs dedicated to Fashion & Lifestyle channels.
- > 23 **GLORIOUS YEARS** of success.
- > UHD 4K and 8K 24 hours channels.
- > Available on leading OTT platforms all over the world.
- > **100 PLUS HOURS** of new fashion and lifestyle content every week.
- > **2 BILLION WORLDWIDE** 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 Franchise Support

Pre-opening Support

- > Location analysis and approval.
- > Architecture, designs, layouts.
- > Diamond inspired designs.
- > Staff recruitment
- > FashionTV proprietary products supply.
- > Other products and vendor tie-ups.
- > Strategic planning
- > Staff extensive training and execution.

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

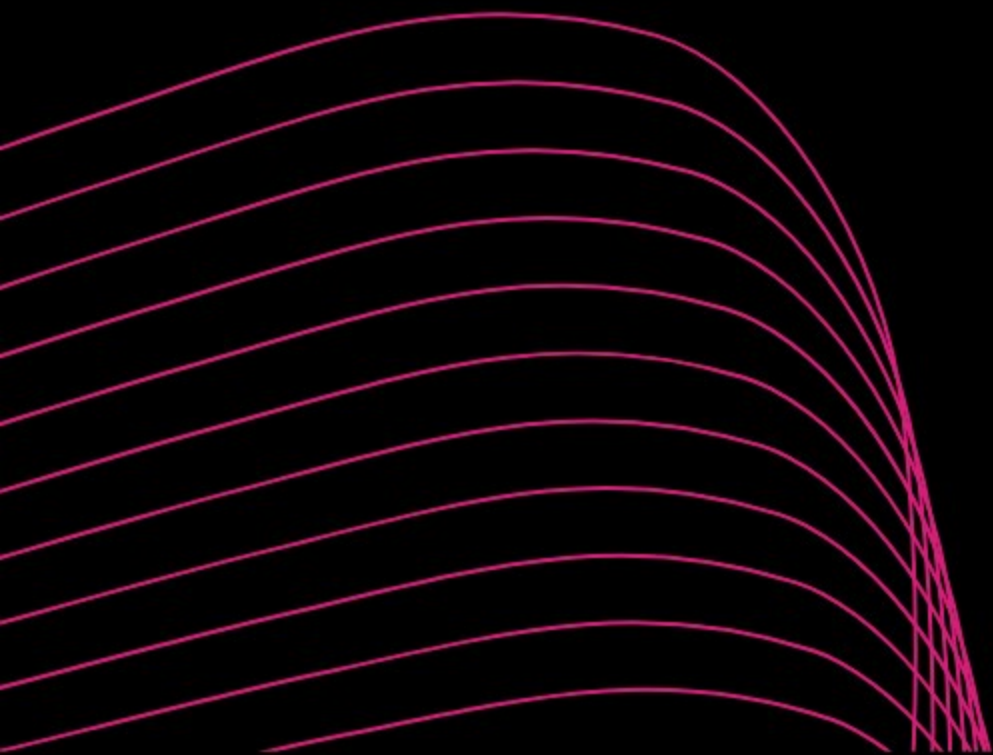
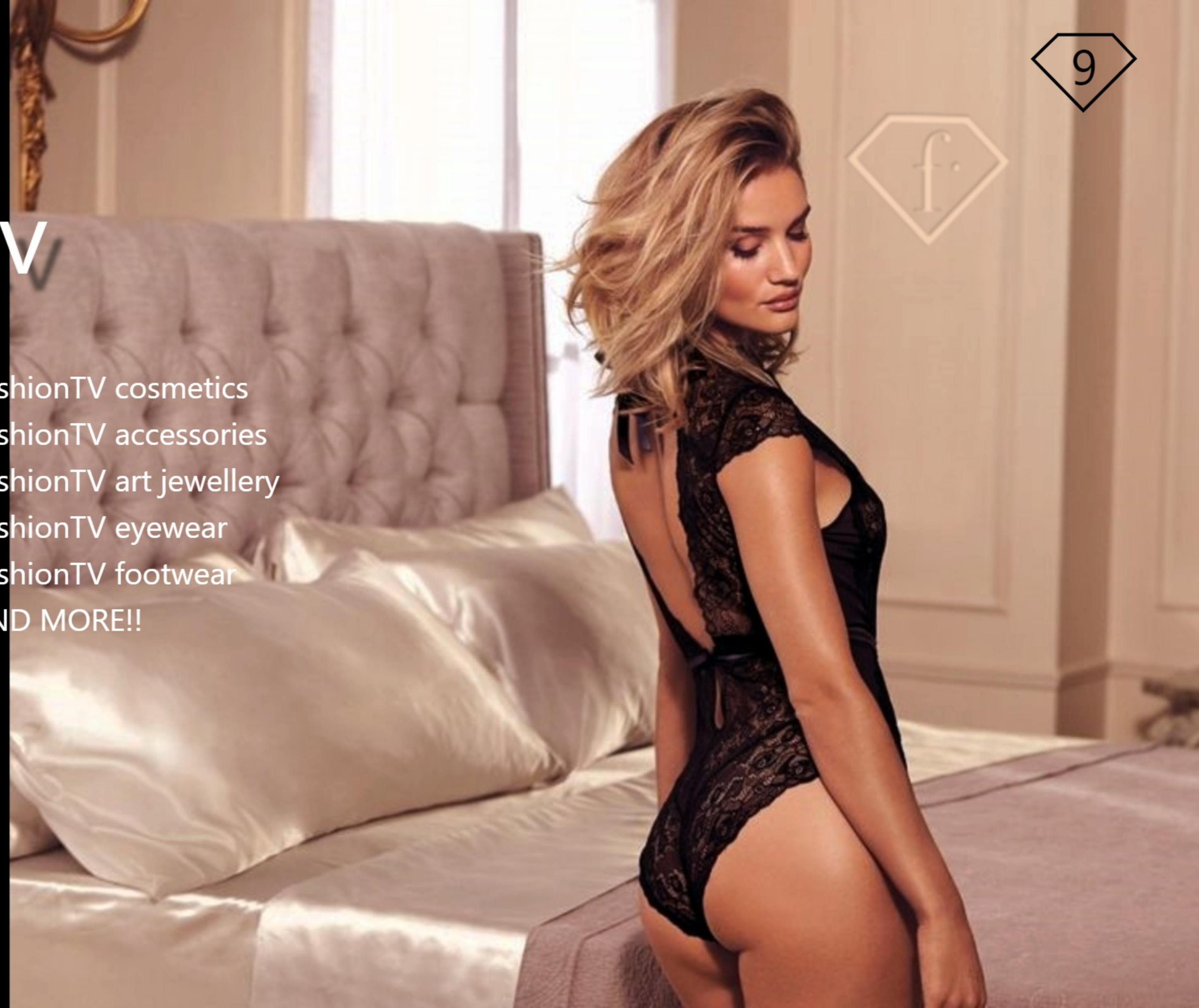
USP of Fashiontv

- > 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 of Fashiontv

- > FashionTV proprietary products.
- > FTV branded merchandise:
- > FashionTV beverages
- > FashionTV apparels
- > FashionTV lingerie
- > FashionTV bags
- > FashionTV cosmetics
- > FashionTV accessories
- > FashionTV art jewellery
- > FashionTV eyewear
- > FashionTV footwear
- > AND MORE!!



USP 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 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

- > Dedicated social media marketing handles
- > FACEBOOK
- > INSTAGRAM
- > TWITTER
- > YOUTUBE
- > LINKEDIN



Social Engagements

- › Instagram uploads
- › Twitter postings
- › Facebook uploads
- › Instagram check-ins
- › Facebook check-ins
- › LinkedIn posts
- › Youtube videos
- › Google ADs



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 ADs
- > Facebook AD posts and likes campaigning
- > Instagram AD and likes
- > SEO marketing
- > SEM marketing
- > Analytics and reports
- > Youtube promotions and video boost

Licence Basic Requirements

AAA LOCATION:

FTV lingerie licence should be located in a prime triple A location, high end malls, designer stores as well as convenient online stores of the cities.

FRANCHISE INDUSTRY ATTRACTION:

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

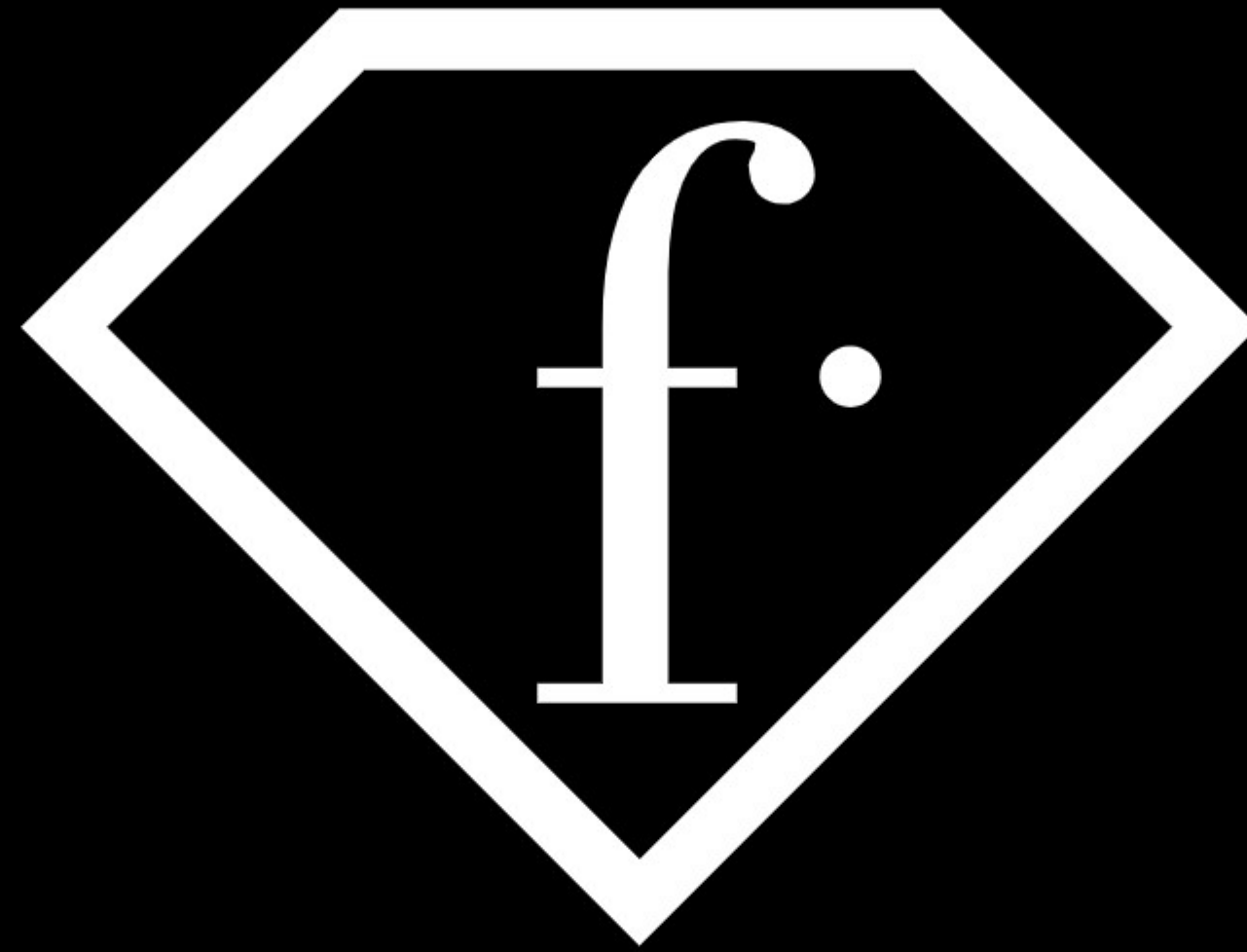
STRONG FINANCIAL BACKING:

They must have attractions and likings towards the desired industry of fashion, comfort and luxury and a love for providing women with the beauty they buy into.

STRONG DESIRE TO BE MORE:

Rich, Famous & Successful.

 fashiontv



LINGERIE