



FashionTV  
Apparel  
SALES KIT



# FashionTV Apparels

FTV Apparel's designs are striking with detailed styling options, and the material utilised is high-quality to give you the best meaning of clothing.

FTV is thoroughly autonomous, and we see every size, shape and colour equally as we have a wide variety of that you can choose according to your body and find the perfect fit with FTV apparel.

FTV apparels have a reach globally that provides you with the latest fashion and glamour with an international touch.

FTV apparel is a multinational brand of clothing that gives a global mixture to your fashion sense.

Get set to make your wardrobe more lively and chic with our range of high-end products designed to enthrall you in the world of sophistication and all things luxe.



## FashionTV Apparels in India

Revenue in the Apparel market amounts to US\$73,181m in 2021. The market is to grow annually by 7.88% (CAGR 2021-2026). India also enjoys a comparative advantage in terms of skilled workforce and cost of production relative to other major apparel producers.

According to the estimation, the FTV apparel market will reach 37 million units by 2022, which will be a massive market establishment.

FTV apparel believes; that you should get the perfect match for your styling, size and shape.

FTV apparel is leaving its impact around the world, and it is an amazing opportunity to take advantage of it by investing in the brand.



# FashionTV Apparels PHILOSOPHY



## **VISION:**

We are motivated by our vision of becoming a leading company in the sustainable design, development and marketing of innovative, luxury, grandiloquent and classic clothes.

## **MISSION:**

Our mission as a company is to produce luxury, fancy and classic clothes that will satisfy the new generation of consumers that demand more, exuberate more fashion, and need more class because of growing modernization.

## **AIM:**

To continually better our organization by striving to improve the sustainability of products and packaging with a magnificent design for the eyes.



## Why License with FTV?

*Aside of 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 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 Licence Support

## POST OPENING SUPPORT

PLANNING AND EXECUTION

LAUNCH PLAN IN SMM  
AND PR PROMOTIONS

CROSS MARKETING

## LAUNCH SUPPORT:

AUDITS AND IDEAS

PROMOTIONAL OFFERS

FASHIONTV SPONSORSHIP  
OPPORTUNITIES

GOOGLE AND WEBSITE  
LISTING

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# 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 apparels*

*FashionTV cosmetics*

*FashionTV art jewellery*

*FashionTV footwear*

*FashionTV beverages*

*FashionTV lingerie*

*FashionTV accessories*

*FashionTV eyewear*

*FashionTV bags*



# USP OF FASHIONTV

## FASHIONTV PROPRIETARY PRODUCTS

*FashionTV unique diamond inspired design*

*FashionTV stage design*

*FashionTV podium*

*FashionTV lighting*

*FashionTV flyers/printouts*

*FashionTV upholstery*

*FashionTV banners*

*FashionTV ramp*

*FashionTV stalls*

# 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.

# FTV APPARELS LICENSE BASIC REQUIREMENTS

**Location:** FashionTV apparels will be sold in high usage locations, at malls, garment galleries, market areas.

**Strong Financial Backings:** All licences that purchase this FTV APPARELS franchise must be able to show strong financial backings to ensure the success of the business.

**License Industry Attraction:** All licences must- have attraction and liking towards the desired industry that is of apparels that must provide comfort with style according to the modern preferences of our customers

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

# FASHIONTV APPARELS LICENCE FINANCIALS

**LICENCE FEES: RS 37.5 LAKHS.**

**MANUFACTURING COSTS : ON ACTUALS**

**5% to 15% on case to case basis and product wise**



APPARELS