

The Home of *fashion*

FASHIONTV

*Accessories*

SALESKIT

## FTV Accessories

FashionTV, the ultimate place of elegance herald has come up with a range of fashion accessories.

For the brand, it is necessary to add fortitude to build a new standard of accessories curated under one roof. The trendy statement pieces along with voguish bags will hit the right cord to add value.

FTV Accessories offers a broad array of outstanding fashion accessories curated by the topmost designers.

The versatility to bring out the astonishing way of fashion with the curated range of luxury accessories. These are long-lasting, built from the highest-quality materials, and designed to provide the finest experience for all our patrons.

The belief is always towards offering the vintage connect and super chic collection to lariat the embrace.



## FTV Accessories in India

- The market value of accessories in India currently accounts to grow of 5.70 CAGR. It is expected to expand by 850 billion rupees.
- The largest segment has been watches and jewellery with great market value. -
- The contribution is also coming from the tourism industry which influences the Indian market.
- The high-end accessories provided by FTV are made to expand disposable income. It brings something unseen and unforgettable to add value to any occasion.
- By 2025 the market will take the pace of 1000 billion. Out of which handbags market will grow by \$207 million with the progress of a CAGR of 5%.
- Standards and innovations have grown the demand by 25% along with major customer involvement.
- Likewise, FashionTV took the opportunity to grasp the trend with their wide variety of high-end accessories around the world.



## FTV Accessories in Philosophy

**VISION:** To revolutionise the industry with our exceptional and unrivalled quality and wide range of accessories.

**MISSION:** We are looking to provide trendy accessories with royal experience and exquisite taste with a flawless glance.

**AIM:** FTV Accessories' objective is to satisfy today's market desideratum and provide the most relevant supplies to the right target consumers based on their personal style and preferences.



## Why partner 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



# FTV 360 Degree License Support



**Massive Profits**

**360 degree support**

**Brand Equity Leverage**

**Strong Industry Linkages**

**Global Presence**

**Exhilarating Events**

**Ubiquitous Promotions**





# USP Of Fashion TV

## 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 Fashion TV

## 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 Of Fashion TV

## 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 Media 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 Engagements

*Dedicated Social Media Marketing Handles*

**INSTAGRAM UPLOADS**

**TWITTER POSTINGS**

**FACEBOOK UPLOADS**

**INSTAGRAM CHECK-INS**

**FACEBOOK CHECK-INS**

**LINKEDIN POSTS**

**YOUTUBE VIDEOS**

**GOOGLE ADS**

# Sponsored Local Listings

Facebook local

Google local

GPS location based ads

Facebook ads posts and likes campaigning

Instagram ad and likes

SEO Marketing

SEM Marketing

Analytics and reports

Youtube promotions and video boost

# FashionTV 360 Degree License 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*

## POST-OPENING SUPPORT:

*Audits and Ideas*

*Promotional Offers*

*FashionTV sponsorship opportunities*

*Google and Website listing*

## LAUNCH SUPPORT:

*Planning and execution*

*Launch plan in SMM & PR promotions*

*Cross Marketing*





# 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