



ABOUT US

Welcome to a whole different realm where fashion, glamour, and an opulent way of life embellish the world. FashionTV has nurtured fashion into a global phenomenon. A space that inspires and adorns fashion enthusiasts with the power of media. Moreover, to further the brand's purpose, FashionTV is now collaborating with aspiring entrepreneurs to launch multiple businesses in various fields by franchising, licensing, events, media, concepts and city partnership.

Key Facts

- FashionTV is the first fashion channel in the world with 2 billion viewers in 196+ countries.
- It broadcasts the latest news and information about fashion, luxury, and lifestyle to over 100 million households and over 10 million public places across five continents.
- FashionTV is the fourth most distributed channel in the world with 250 cable satellites, 500 million households, and 10 million public TV sets in public places.

Unique selling Point

FashionTV is an exclusive fashion and lifestyle media entity boasting an idiosyncratic business model with a unique selling point.

- Massive Profits
- 360-degree support
- Brand Equity Leverage
- Strong Linkages
- Global Presence
- Exhilarating Events
- Ubiquitous Promotions



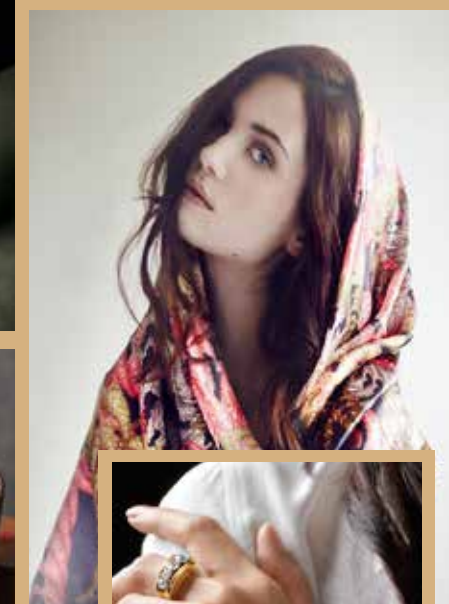
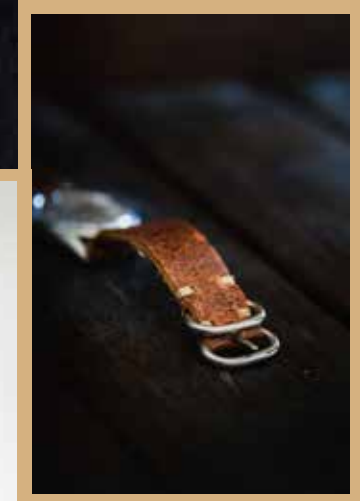
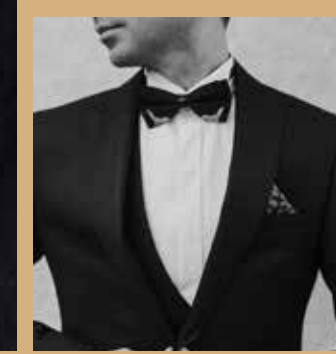
F^TV Licenses

- Real Estate
- Personal Care
- Fashion Accessories
- Fashion Wear
- Beverages



Fashion Accessories

- 01. Eyewear
- 02. Watches
- 03. Footwear
- 04. Artificial Jewellery
- 05. Bags



Introduction

FashionTV, the world's largest fashion and lifestyle media brand introduces FTV Jewellery, the most dazzling and elegant brand of jewellery. FTV Jewellery is a mix of authenticity, exquisite artistry as well as ingenuity. From 18-carat gold to radiant eye-clean gemstones and conflict-free diamonds, we provide a wide selection of exquisite masterpieces. We turn them all into magnificent, luxury jewellery for every occasion that complements your personal style and taste. Every masterpiece created in FTV Jewellery is fabricated with immense expertise and excellence by our brilliant team of craftsmen who innovate unique pieces and let people explore opulence the FTV style!



Philosophy

 fashiontv

+ VISION

VISION – To be driven by brilliance, ingenuity and zeal for product creation & pour it all into an unrivalled collection of FTV JEWELLERY.

+ MISSION

To establish an incomparable brand of luxury products with unmatched authenticity & beauty, as well as to provide the wider populace with a vast selection of products that satisfy their idea of class & style.

+ AIM

We endeavour to grow into a global jewellery house & be accessible all across the globe for people to experience opulence & elegance through our jewellery.



Potential

In 2019, India's gems and jewellery export business, which is one of the world's largest, contributed 27% to worldwide jewellery consumption. Between 2019 and 2023, the worldwide gems and jewellery market is expected to grow to US\$ 103.06 billion. By 2025, India's gems and jewellery exports are estimated to total \$100 billion. India was the world's leading diamond exporter in 2020, with a share of 20.6%. The market's growth is mostly driven by the global economy's rapid expansion. The Government has designated the gems and jewellery sector as a focus area for export promotion, based on its potential for growth and value addition, and has recently taken various measures to promote investment and upgrade technology and skills in order to promote 'Brand India' in the international market.

Reimagining Footwear With Fashion Tv

FashionTV gives 360-degree support to all our license partners. We help in all aspects ranging from location, architecture, and staff recruitment to PR launch plans, social media marketing, auditing, cross-marketing and more. Strategic planning, which is very important for the success of any business, is worked on extensively by our team and license partners.

FAQ for FTV License.

1. What is Brand Licensing?

Brand licensing allows brand owners to increase their fan base and move into new business categories without significant investment in new manufacturing processes. It allows retailers and manufacturers to stand out from the competition, offer consumers the hottest brands, and drive sales.

2. How will getting a License from FTV help me grow my business?

FTV is present in more than 195 Countries, with an Extremely High Brand Recall rate. Getting an FTV License would basically mean getting access to a Global Customer Base consisting of High Net Worth Individuals. This will help you grow your business exponentially with Minimal Risk incurred. FTV apart from the access to the brand also provides you with end-to-end support that would enable you to grow your business in the direction you intend to.

3. How can I get an FTV Brand License?

Simply get in touch with us at www.ftvlicenses.in and expect a call shortly from the concerned authority for a detailed breakdown of the possible opportunities.



FAQ for FTV License.

4. How much do I pay to get a License?

We at FTV Believe that every brand and every representative has their own distinct value proposition, thus the deals would not be rigid with a rate card. We can mutually come down to an agreement where both parties are satisfied. For the same kindly contact us by filling the Enquiry form mentioned on www.ftvlicenses.in.

5. What would be the Tenure of this Licensing deal?

In most cases, the average tenure is for 3-5 years, though it would be something that will depend on the discussions and agreement formulated at the time of closure.

6. Who is Eligible to get an FTV Brand License?

As FTV Possesses an Immense name in the market and would have to be contained by a vessel that can sustain the name, we run in-depth background checks about the company history and the company's future forecasting



Deliverables

Rights Delivered.

1. Brand Name.
2. Logo.
3. Logo Usage.
4. Colors.
5. Typography.
6. Brand Guidelines.

Supporting Deliverables.



Branding & Marketing



Designing Assistance



Social Media Marketing

