

STYLISH

FETV



FASHION

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**FASHIONTV BAGS**

**The Home of *fashion***

**BAGS**

FTV



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# BAGS IN INDIA

- Revenue in the Luggage & Bags segment amounts to **US\$11,378m** in 2021. The market is expected to grow annually by **7.98%** (CAGR 2021-2026).
- The primary factors driving the market include; rapid increase in urbanization, tourism, high media exposure along with a high disposable income and improved standards of living, leading to increasing indulgence in leisure activities/products.
- A large part of the luxury-oriented society in India is always looking out for classy and glamorous brands to shop from.
- With the supreme quality and classy variety **FashionTV** offers, FTV Bags will become the exclusive choice of the masses.



# FTV BAGS

- **FashionTV**, the world's largest fashion and lifestyle media is here with our brand new line of FTV Bags.
- FTV offers a myriad of stunning bags with the latest and trendiest styles, ranging from handbags and backpacks, trolley bags and suitcases.
- Fashioned from the best of materials in exquisite designs, we commit to offering sensational bags that complement our brand.
- Moreover, every **FTV bag** is crafted as a style statement for everyone who wishes to travel anywhere, anytime.





# FTV BAGS PHILOSOPHY



## VISION

To become the leading purveyor of the most exquisite brand of luxury and designer bags in the nation through diligence, ideation and technology.



## MISSION

To be driven by ingenuity and entrepreneurial excellence along with our passion for product innovation and brand creation and pouring it all in our range of peerless FTV bags.



## AIM

To establish a brand recognized for providing the most fashionable bags and becoming the preferred destination for top designers and luxury fashion bags in India.

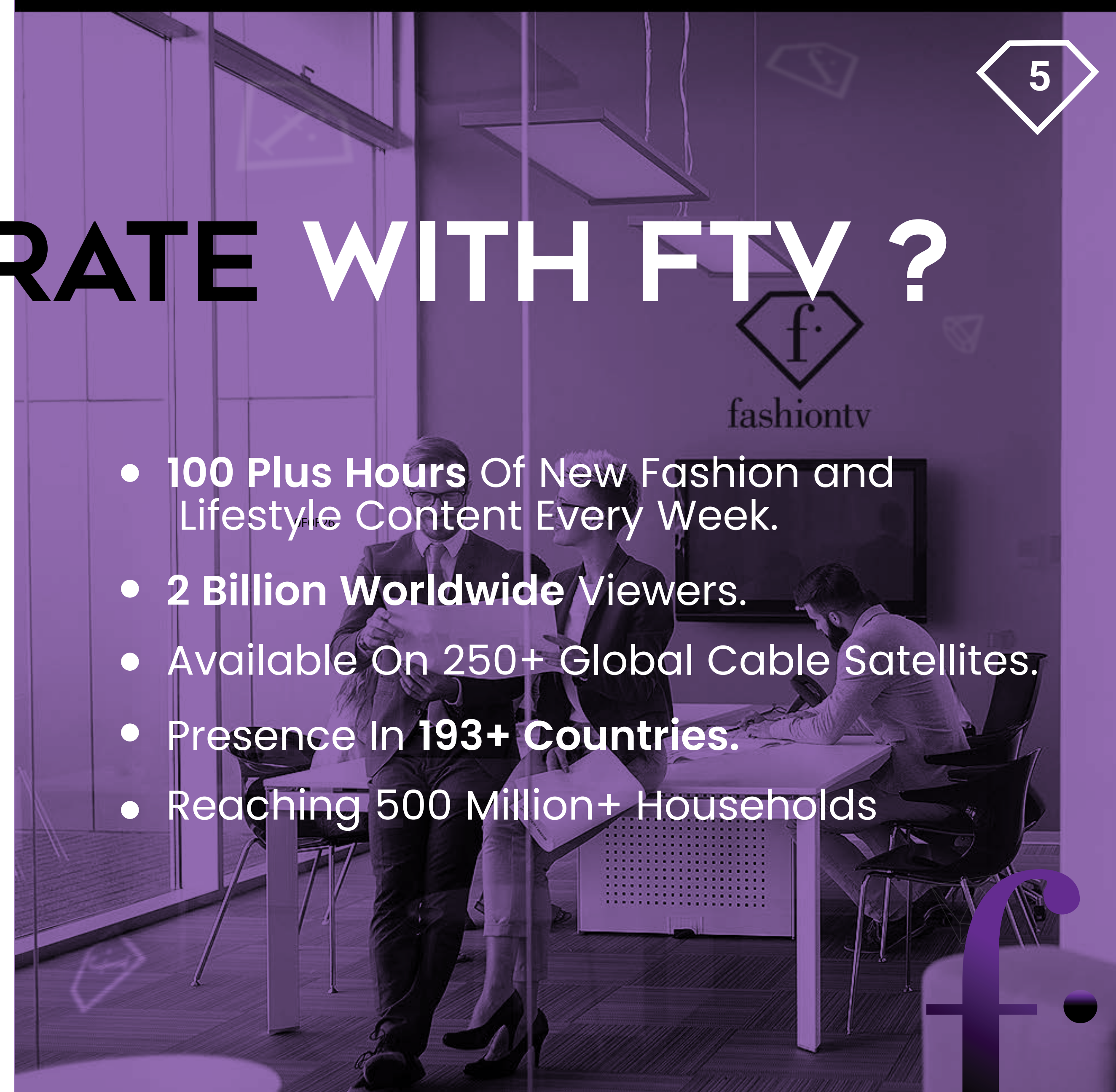


# WHY COLLABORATE WITH FTV ?

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** and **125K** is organic reach.



# FASHION 360 DEGREE LICENCE SUPPORT

## Pre-opening support:

1. Location analysis and approval
2. Architect, design, layout.
3. Diamond inspired design
4. Staff recruitment
5. Fashion tv proprietary products supply.
6. Other products and vendor tie-ups.
7. Strategic planning



# LAUNCH SUPPORT

1. Planning and execution.
2. Launch plan in SMM and PR promotions
3. Cross marketing

# POST OPENING SUPPORT:

1. Audits and ideas
2. Promotional offers.
3. FashionTV sponsorship opportunities
4. Google and website listing.





# USP OF FASHIONTV

- 8k video wall fashion show and VJ during the event
- Projections of **FASHIONTV** shown by **top designers**.
- 3D FASHIONTV “floor” stunning luxury fashion animation
- Live **FASHIONTV** channel shows from across the globe shows from across the globe
- Promotional videos of FASHIONTV parties from across the globe
- Promotional content through **celebrities**
- Endorsing brand from across the globe





# USP OF FASHIONTV

FashionTV proprietary products | FTV branded merchandise like:-

 FashionTV Beverages

FashionTV Apparels 

 FashionTV Lingerie


FashionTV Cosmetics 

 FashionTV Accessories

FashionTV Art Jewellery 

 FashionTV Eyewear

FashionTV Footwear 

FashionTV Bags 

 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

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# USP OF FASHION TV



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- 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).

f.



# SOCIAL MEDIA MARKETING



INSTAGRAM



FACEBOOK



TWITTER



YOUTUBE



LINKEDIN









# SOCIAL ENGAGEMENT 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

fashiontv





# 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 LISTING

- Facebook local
- Google local
- **GPS** location based AD's
- Facebook ADS post and like campaigns
- Instagram AD and likes
- SEO marketing
- SEM marketing
- **Analytics** and reports
- Youtube promotions and video boost



# LICENCE BASIC REQUIREMENTS

## 1. Location:

**FTV Bags** must be sold in prime and momentous areas, malls, shopping centres as well as high-end business and commercial areas, considering the population's high demand for luxury fashion.

## 2. Strong Financial Backings:

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

## 3. Licence Industry Attraction:

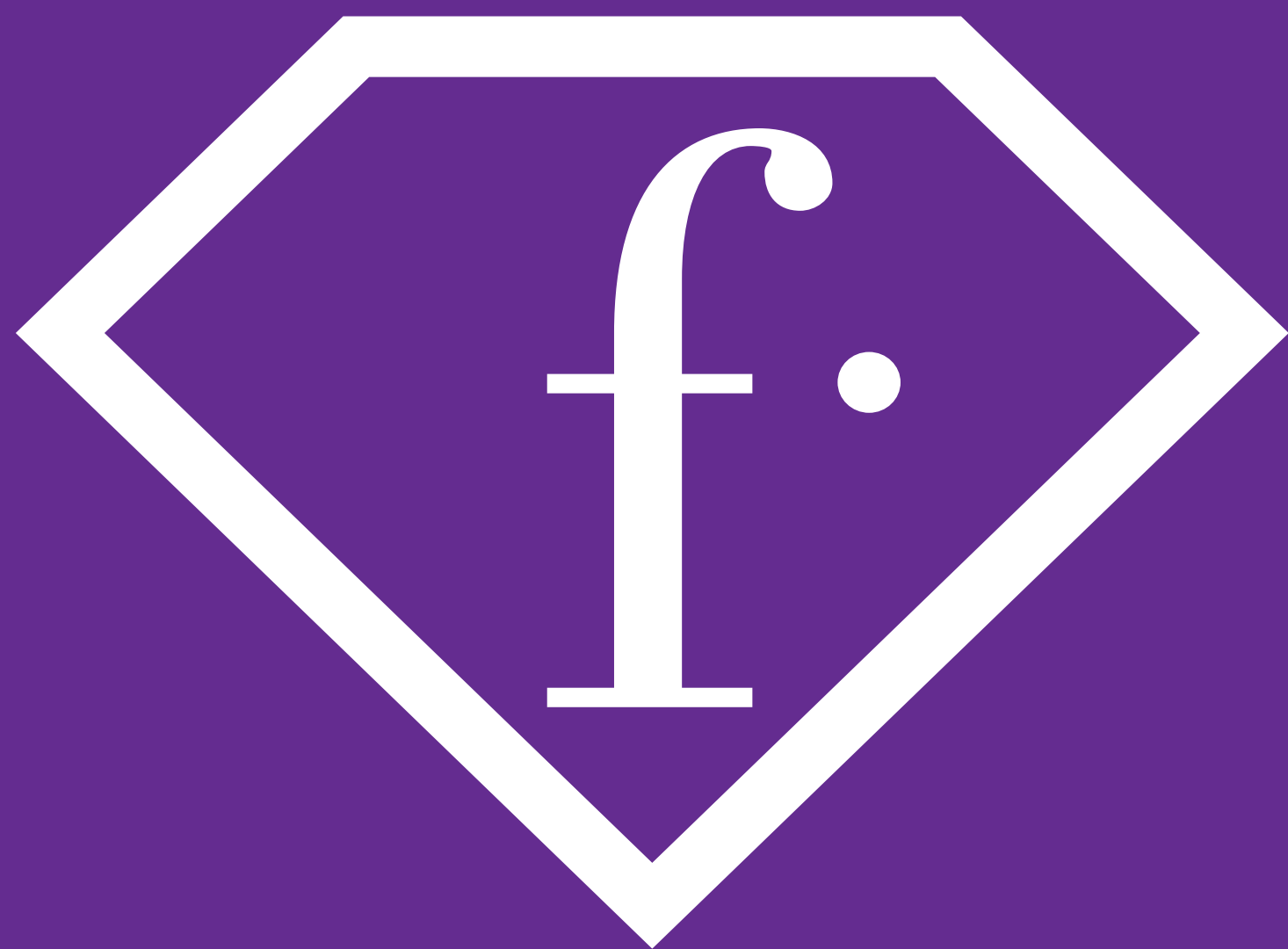
All affiliates must have a deep liking toward the fashion and travel industry along with understanding the significance of ftv bags, whether it is to travel or just live your daily life in style.

## 4. Strong Desire to be more:

**Rich, Famous & Successful.**







BAGS