



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



FTV Licenses

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



FASHION Accessories

01. Eyewear
02. Watches
03. Footwear
04. Artificial Jewellery
05. General Accessories
06. Bags



FASHIONTV GENERAL ACCESSORIES



INTRODUCTION

Accessories can transform your overall appearance from basic to stunning and save in no time. FTV Accessories, FashionTV's latest work of art, is now accessible to style our nation's patrons.

You have the liberty to express FTV Accessories as you like and use them in a way that defines your style. FashionTV is willing to assist you in locating the dazzle that you seek in your accessories.

FTV Accessories is the one-stop destination for you if you want your demeanour to be fashionable, classy and contemporary all at the same time. Indulge in a plethora of exquisite accessories available only at FTV Accessories and embark on a voyage of glamour and elegance



 fashiontv
PHILOSOPHY

 **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.



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



GENERAL ACCESSORIES **POTENTIAL**

In 2017, the market value of accessories in India was predicted to be over 280 billion Indian rupees, with a projected increase to 850 billion rupees by 2023. In 2022, revenue in the accessories segment is estimated to reach \$4,398 million USD. The influence of Western culture has increased Indians' desire for trendy accessories. Technology has increased global awareness of the current fashion, which has boosted the market for fashion accessories. The increased urge of the population to 'look good, feel good,' as well as their rising disposable income, has fueled growth in the accessories industry.

REIMAGINING GENERAL ACCESSORIES 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.



COMMERCIALS

1. Licensing ●
FEE- **1 Cr**

2. Royalty ●
10%

3. Tenure ●
5 years



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