

The Home of *fashion*

COSMETICS

f.

FTV COSMETICS

- In today's time, makeup, along with being a luxury, has become a necessity that is an essential component in most people's daily routine.
- FashionTV's is now here with a brand new cosmetics line that is considered the newfound heaven for all beauty lovers.
- With an effortless application that lasts all day, making use of top-quality ingredients, we offer a comprehensive assortment of skincare, haircare, and cosmetics that are suitable for every skin type and the requirements of individual customers that do not limit to a single gender.
- F Cosmetics not only makes you feel beautiful and empowered but also takes care of skin, keeping it soft, supple, and clear.
- We also take immense pride in being a compassionate cosmetic brand which why we are vegan and cruelty free.

COSMETICS IN INDIA

- Globally, the beauty industry, which constitutes an endless variety of skincare, makeup and hair products, amounts to a staggering USD 511 billion, and it is projected to reach USD 716.6 billion by 2025.
- The Indian beauty industry may be catching up as well, jumping from a mere USD 11 billion in 2017 and is expected to close USD 30 billion by 2025.
- The Indian Cosmetic Market is expected to grow at a CAGR of 4.23% during the forecast period 2020-2025. Demographic growth, ever-growing social and economic conditions, along with the all new line of FashionTV's impeccable range of cosmetics will seal the deal in the beauty market with its top quality of products and extensive variety.



FTV COSMETICS PHILOSOPHY

01 VISION

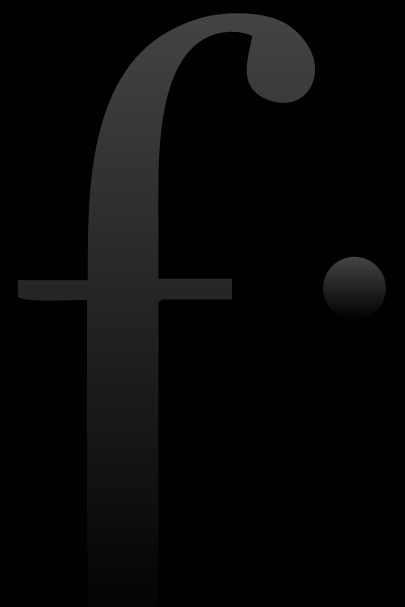
With a desire of providing our clients with nothing but the best, FashionTV has a vision of becoming the world's leading brand of the finest cosmetics through ideation, diligence, and technology.

02 MISSION

To create a brand of cosmetics with quality and refinement that is unrivaled, and offering the masses an array of products that match their beauty standards.

03 AIM

FashionTV always aims to provide their customers with excellence through synergy, hard work, and ingenuity to create an unprecedented brand of cosmetics.



WHY LICENCE WITH FTV ?

FashionTV / FTV is the World's **LARGEST** Fashion Network!!!

Some FashionTV KEY FACTS:-

- 12 Channels of 24 hrs dedicated to Fashion & Lifestyle channels.
- **23 YEARS** of existence.
- **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

- FashionTV is the first fashion channel in the world with 250 million viewers in 193+ countries.
- FashionTV is the fourth most distributed channel in the world that broadcasts the latest news and information about fashion, luxury, and lifestyle with 250 cable satellites, 500 million households, and 10 million public TV sets across 5 continents.
- From the front row of exclusive fashion ramps to the trendy highlights of the entire fashion ecosystem, explore FTV's 12 thematic channels including : Midnight Secrets, F-Men Hair and Makeup, FashionTV L'Original, Photo-Shoots, Fashion Films, Fashion Weeks, FashionTV Global, Model Fitness, Top Models, FTV Paris, Bridal Fashion

FashionTV 360 degree Licence Support

Pre-Opening Support:

- Location Analysis and approval.
- Architect, **DESIGNS**, Layout, Etc.
- **DIAMOND** Inspired Designs
- Staff Recruitment.
- FashionTV Proprietary Products Supply.
- Other Products and Vendor Tie-ups.
- **STRATEGIC** Planning.
- Staff extensive Training and execution.



Launch Support

- Planning and execution
- Launch plan in SMM and PR promotions
- Cross marketing

Post Opening Support

- Audits and Ideas
- Promotional offers
- FashionTV sponsorship opportunities
- Google and website listing

USP's Of FashionTV

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!!**

FTV COSMETICS PRODUCTS

MAKEUP

- F Foundation
- F Primer
- F Blush & Tint
- F Compact
- F Eyeshadow palette
- F Bronzer
- F Highlighter
- F Contour
- F Loose powder
- F BB & CC cream
- F Kajal
- F Eyeliner
- F Lipstick - Matte & Glossy
- F Nail polish

HAIR

- F Shampoo & Conditioner
- F Dry shampoo
- F Hair oil
- F Hair serum
- F Hair masque
- F Color protecting shampoo
- F Hair styling tools
- F Curly hair shampoo

FTV COSMETICS PRODUCTS

PERSONAL CARE

- F Shower gels & body wash
- F Scrubs & exfoliants
- F Soaps
- F Bath salts
- F Foot care
- F Manicure kits
- F Face mask
- F Face mist

SKINCARE

- F Facewash
- F Cleanser
- F Exfoliants
- F Facial wipes
- F Sunscreen
- F Night cream
- F Face oils
- F Toner
- F Moisturisers
- F Makeup remover

F-COSMETICS LICENCE BASIC REQUIREMENTS

AAA Location

F Cosmetics must be sold at buzz worthy and momentous locations, malls, high-end personal care stores, beauty stores, as well as online stores.

Strong Financial Backings

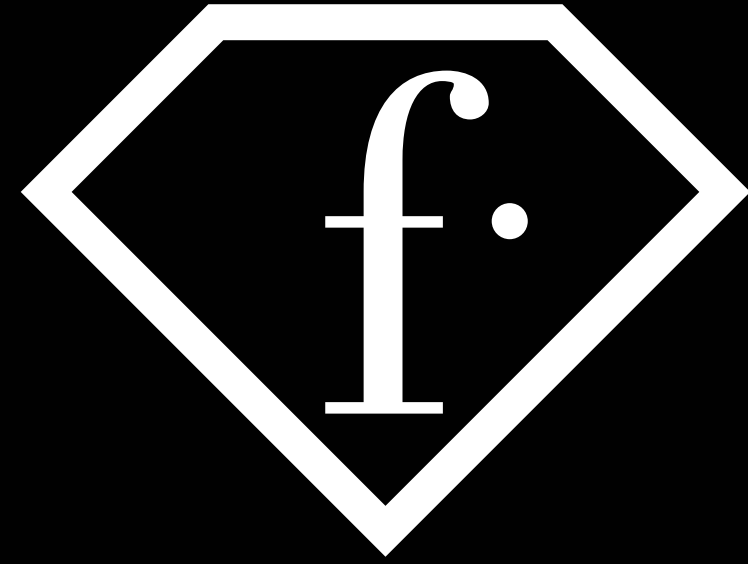
All licences purchasing the license for F Cosmetics must be able to show strong financial backings to ensure the success of the business.

FRANCHISE Fashion Industry Attraction

All licences must have an immense liking towards the beauty industry with a strong desire to provide people with the best products possible for personal care, grooming and beautification.

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

 fashiontv



COSMETICS