

 fashiontv

FashionTV Deodorant

The Home of *fashion*



Deodorants

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FTV DEODORANTS

FTV Deodorant is a masterpiece created to supply a blend of luxury with acts like an antiperspirant.

FTV Deodorants is an instant mood booster with natural ingredients that elevate mind, body and soul. It forms a cocoon around you to make you feel rejuvenated and invigorated throughout the day.

FTV deodorants exuberate tranquil that will transfer every soul a sense of adoration, extravagance and opulence with natural ingredients.

It is the lingo of a stylish scent in an elegant presentation with an enchanting fragrance which nurtures your skin and doesn't induce any side effects while maintaining your pH balance.

Indulgence of features that condition your skin and resist dullness while hydrates and softening your skin which makes it crème de la crème.

DEODORANTS IN INDIA

The demand for deodorant products is propelled by the affluent middle class, the importance of personal grooming, the increasing young population of India and the penchant for smelling good and fresh throughout.

Rising demand for deodorant from small markets is one of the major growth drivers of this industry. Also, options for women's deodorants were limited in the past; however, the segment is now likely to see an upsurge with various existing brands and new entrants resorting to bolster media campaigns to cash in on the untapped category with enormous growth potential.

India's Deodorant Market is categorized into spray deodorants and sticks & roll-on deodorants. Revenue in the Deodorants segment amounts to US\$0.41bn in 2022. The market is to grow annually by 6.16% (CAGR 2022-2026).



FTV DEODORANTS PHILOSOPHY

VISION

FTV Deodorant aspires to supply customers with multifunctional, comfortable, and fashionable odours while generating significant profits for investors.

MISSION

To construct a Deodorant brand that will supply a constant boost in profit and stocks that achieve new heights in the market.

AIM

To unveil FTV Deodorant on a forum where it can outshine customer anticipations and needs by delivering unique, versatile and comfortable Deodorant.

WHY LICENSE 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

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FASHIONTV 360 DEGREE LICENSE SUPPORT

Aside of being the LARGEST FashionTV Network, the reasons are many but some of them are:

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.



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

8K VIDEO WALL FASHION SHOWS AND VJ DURING THE EVENT

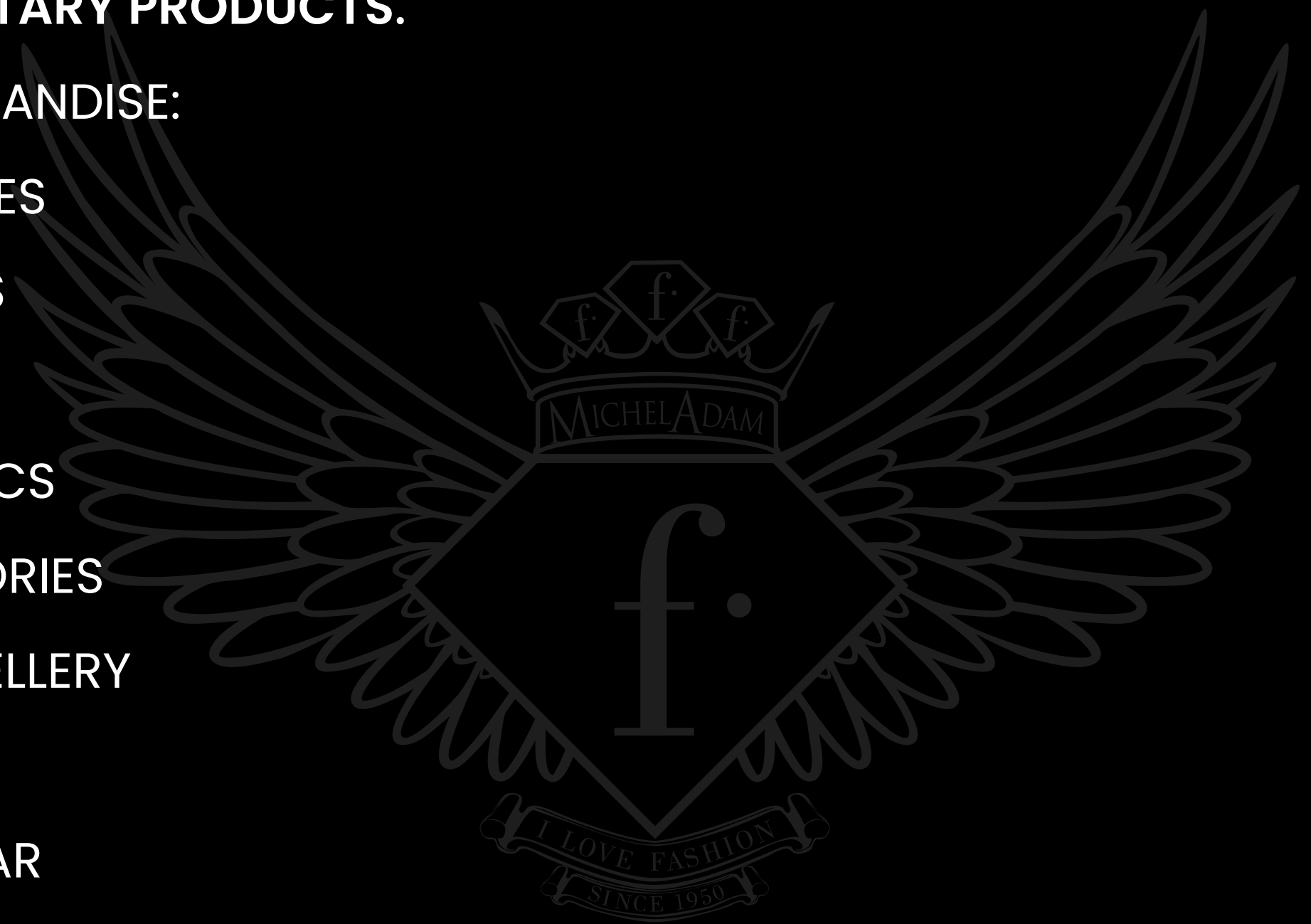
- Projections of FashionTV shows by Top **DESIGNERS**.
- 3D FashionTV "**FLOOR**" stunning luxury fashion animations.
- Live FashionTV Channel with FashionTV shows from across the globe
- Promotional videos of FashionTV parties from across the world.
- Promotional content through celebrities.
- Endorsing the brand from across the globe.



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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!!



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FashionTV unique **DIAMOND** Inspired Design

- FashionTV upholstery
- FashionTV stage design
- FashionTV banners
- FashionTV podium
- FashionTV ramp
- FashionTV lighting
- FashionTV stalls
- FashionTV flyers/printouts



Usp's Of Fashiontv

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).

Dedicated Social Media Marketing Handles:



LINKEDIN



FACEBOOK



YOUTUBE



INSTAGRAM



TWITTER



Social Engagement



INSTAGRAM UPLOAD



FACEBOOK CHECK-INS



TWITTER POSTINGS



LINKEDIN POSTS



FACEBOOK UPLOADS



YOUTUBE VIDEOS



INSTAGRAM CHECK-INS



GOOGLE AD'S

Social Engagements 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.

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 LISTINGS

- FACEBOOK LOCAL
- GOOGLE LOCAL
- GPS LOCATION BASED ADS
- FACEBOOK AD POSTS AND LIKES CAMPAIGNING
- INSTAGRAM AD AND LIKES
- SEO MARKETING
- SEM MARKETING
- ANALYTICS AND REPORTS
- YOUTUBE PROMOTIONS AND VIDEO BOOST

Ftv Perfumes Licence Basic Requirements

AAA Location

FTV Perfume must be sold in a prime triple-A location, high-end malls, top personal care stores as well as online stores so as to become a part of our customers daily regime.

Strong Financial Backings

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

Licence Industry Attraction:

All affiliates should have an affinity for the elegance and style that comes with FTV Perfumes along with a strong desire to provide our customers with the best fragrances in the market.

Strong Desire to be more: Rich, Famous & Successful