



# F OUTLET MALLS

By



# INTRODUCTION TO F REAL ESTATE BY FASHIONTV



At F Real Estate, we blend the worlds of luxury fashion and premium real estate to create unmatched lifestyle experiences. Our mission is to infuse properties with the glamour and sophistication of the FashionTV brand, elevating them to new heights of prestige and desirability.

F Real Estate Licensing offers developers and builders the opportunity to integrate the prestigious FashionTV brand into their real estate projects. Through licensing agreements, developers gain access to the rights to use the FashionTV brand, logo, and reputation in association with their property developments.

# BRAND OVERVIEW



FashionTV is a globally recognised brand synonymous with luxury, style, and innovation. With a presence in 196 countries, FashionTV has established itself as a leader in the fashion and lifestyle media brand, making it perfect for developers aspiring to enhance their projects and establish themselves as premier developers in the real estate industry.

# F OUTLET MALLS BY FASHIONTV

Welcome to F Outlet Malls, where fashion meets affordability in a luxurious setting. As part of F Real Estate's brand licensing program, F Outlet Malls offer developers and builders the opportunity to enhance their retail projects with the esteemed FashionTV brand. By licensing the FashionTV brand, developers can transform their outlet malls into premier shopping destinations, offering shoppers the chance to indulge in high-end brands at discounted prices.

With F Outlet Malls, developers can leverage the global recognition of FashionTV to attract a diverse audience of bargain hunters and fashion enthusiasts. By integrating the FashionTV brand into their projects, developers can elevate the status of their outlet malls and create unique shopping experiences that set them apart from the competition. Join us in redefining the outlet shopping experience with F Outlet Malls.

# KEY FEATURES



## Revenue Potential

With the FashionTV brand association, F Outlet Malls can expect increased foot traffic and higher tenant occupancy rates, leading to enhanced revenue streams and greater returns on investment for developers and property owners.



## Global Recognition

Leveraging the global recognition of FashionTV, F Outlet Malls can appeal to an international audience of fashion enthusiasts, expanding the reach and marketability of the malls.



## Prestigious Brand Association

By licensing the FashionTV brand, developers align their outlet malls with the esteemed reputation of FashionTV, leveraging the brand's global recognition to attract discerning shoppers and position their projects as symbols of fashion and luxury.



## Differentiation and Competitive Advantage

The integration of the FashionTV brand sets F Outlet Malls apart from competitors, positioning them as unique and iconic fashion hubs in the retail landscape. This differentiation gives developers a competitive edge in attracting tenants and visitors.



# PHILOSOPHY

## **Mission:**

FTV seeks to forge creative alliances with developers through licensing, allowing them to craft premium shopping destinations that epitomise luxury, sophistication, and iconic retail experiences. Our goal is to attract upscale shoppers in search of extraordinary retail experiences.

## **Vision:**

To be the premier choice for developers seeking to elevate their outlet mall offerings with the prestigious FashionTV brand, setting new standards of luxury outlet mall developments and global recognition in the retail industry.

## **Aim:**

We aspire to synergise with developers by offering the F Real Estate license, infusing FashionTV's hallmark luxury, elegance, and global allure into outlet mall projects. Through collaboration, we aim to redefine opulent shopping destinations, creating iconic spaces that inspire shopping enthusiasts and captivate discerning shoppers worldwide.



# DELIVERABLES

## Brand Name and Logo Usage Rights

Developers receive the rights to use the FTV brand name and logo in association with their commercial projects. This includes permission to incorporate the brand name and logo on project signage, marketing materials, websites, and other promotional platforms.

## Designing Assistance

Enhance your project's visual appeal with our expertise in detailed 3D modelling and intricate design for key elements like architecture, project elevation, and essential amenities. We assist in seamlessly integrating the prestigious FTV brand into your project's overall aesthetics, focusing on key features and external design aspects.

## 360° Brand Support

Benefit from comprehensive brand support within FTV's operational domain. We provide tailored assistance, ensuring all aspects of your brand strategy, marketing, and operations align seamlessly for optimal success.

## F Community Support

Gain access to a network of top investors, VIPs, business leaders, franchisees, and license holders, instantly expanding your customer base and opening doors to new opportunities and collaborations.

# DELIVERABLES

## Customised Brand Integration

F Real Estate offers tailored branding solutions to suit the aesthetic and concept of each real estate project, ensuring seamless integration of the FashionTV brand while maintaining the project's unique identity.

## Digital Marketing Support

Enhance your online presence with our expert marketing skills. We run strategic ads on social media platforms like Facebook and Instagram. You'll receive a total of 90 free creatives, including those before and after your launch, to boost your brand digitally.

## Personalised Website D2C Integration

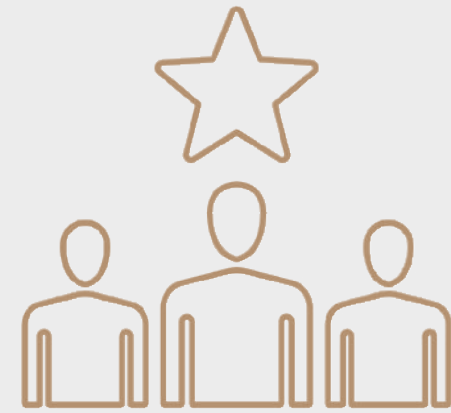
Elevate your online presence with a personalised website designed for seamless lead generation and customer interaction. Our integrated backend ensures a smooth transition of leads and inquiries, optimising your digital footprint for maximum impact.

## F Connect

Join events and connect with industry leaders, celebrities, designers, stylists, choreographers, and models through F Connect. Network with the who's who of the industry, opening doors to collaborations and partnerships that elevate your brand.



# VALUE ADDITION



Stand out from your competitors



Increase in the valuation of the project by 20% to 25%



Brand Elevation of the developer

# OUR PROJECTS



# F RESIDENCES

Pune

UNITS	MARKET R / SQ FT	F RESIDENCES R / SQ FT	VALUE ADDITION
2 BHK	9-10k	12k	20%
3 BHK	11k	13.3k	21%



# F RESIDENCES

Pune

UNITS	MARKET R / SQ FT	F RESIDENCES R / SQ FT	VALUE ADDITION
2 BHK	10.1k	12.5k	23%
3 BHK	11.2k	14k	25%



# F RESIDENCES

Ghatkopar, Mumbai

UNITS	MARKET R / SQ FT	F RESIDENCES R / SQ FT	VALUE ADDITION
2 BHK	19.7k	24.2K	23%
3 BHK	22.8k	28.5K	25%



# F RESIDENCES

Malad, Mumbai

UNITS	MARKET R / SQ FT	F RESIDENCES R / SQ FT	VALUE ADDITION
2 BHK	22.8K	28K	23%
3 BHK	24.5K	29.7K	21%

# LICENSE COMMERCIALS

₹ 1.5 Cr\* + GST

License Fee

5 Years

Tenure

6%

Royalty

# OUR BOARD

## **Michel Adam**

Michel Adam Lisowski is the founder and chairman of FashionTV. He founded FashionTV to create a global fashion platform that focuses on fashion, luxury, and beauty. He is known as the 'FASHION MAESTRO' for his remarkable contribution to the fashion, luxury, and lifestyle industries across the world.



### **Kashiff Khan**

Kashiff Khan, the Managing Director of the world's largest fashion and lifestyle media brand, 'FashionTV, Asia Pacific, is an iconic name in the world of Fashion and Brand Business Development in India. Moreover, Mr Kashiff is also recognised as an author, writer, and start-up specialist for businesses all over the globe.







Thank you for sticking through!

