



F RESIDENCES

By

 fashiontv



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 RESIDENCES BY FASHIONTV



At F Real Estate, we offer developers an opportunity to enhance their residential projects by acquiring a F Residences license. Through licensing agreements with F Real Estate, developers gain access to the rights to use the F Residences brand, logo, and reputation, leveraging the global recognition of FashionTV to attract affluent buyers and investors.

KEY FEATURES



Unique Selling Proposition

The association with FashionTV creates a unique selling proposition for real estate developments, setting them apart from competitors and positioning them as premium offerings in the market.



Global Recognition

Leveraging the global recognition of FashionTV, F Residences branding can appeal to an international audience, expanding the reach and marketability of properties.



Prestigious Brand Association

By licensing the F Residences brand, developers align their projects with the esteemed reputation of FashionTV, leveraging the brand's global recognition to attract discerning homeowners and position their projects as symbols of luxury and sophistication in the real estate market.



Enhanced Sales Potential

The prestige and allure of the FashionTV brand attract affluent buyers willing to invest in upscale residential properties, driving demand and increasing the overall profitability of residential developments.



PHILOSOPHY

Mission:

FTV seeks to forge creative alliances with developers through licensing, allowing them to craft opulent residential realms that epitomise luxury, sophistication, and iconic elegance. Our goal is to allure high-end buyers seeking unparalleled living experiences.

Vision:

To be the premier choice for developers seeking to elevate their residential offerings with the prestigious FashionTV brand, setting new standards of luxury living and global recognition in the real estate 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 residential projects. Through collaboration, we aim to redefine opulent living, creating iconic spaces that captivate discerning buyers worldwide.



DELIVERABLES

Brand Name and Logo Usage Rights

Developers receive the rights to use the FTV brand name and logo in association with their residential 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

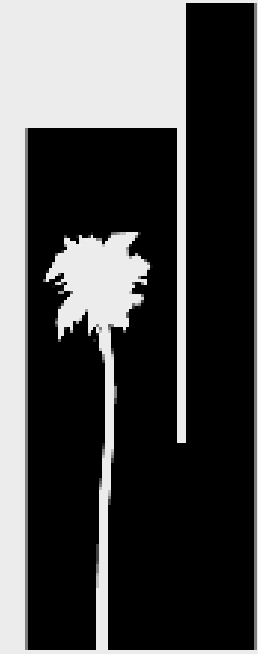
Elevate your online presence with a personalised website designed for seamless lead generation and customer interaction. Our integrated backend ensures a smooth transition of leads and inquiries, optimising your digital footprint for maximum impact.

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.




OUR PROJECTS



**NAHAR
GROUP**

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% |







F PREMIERE

Greater Noida







F TOWERS

Ludhiana



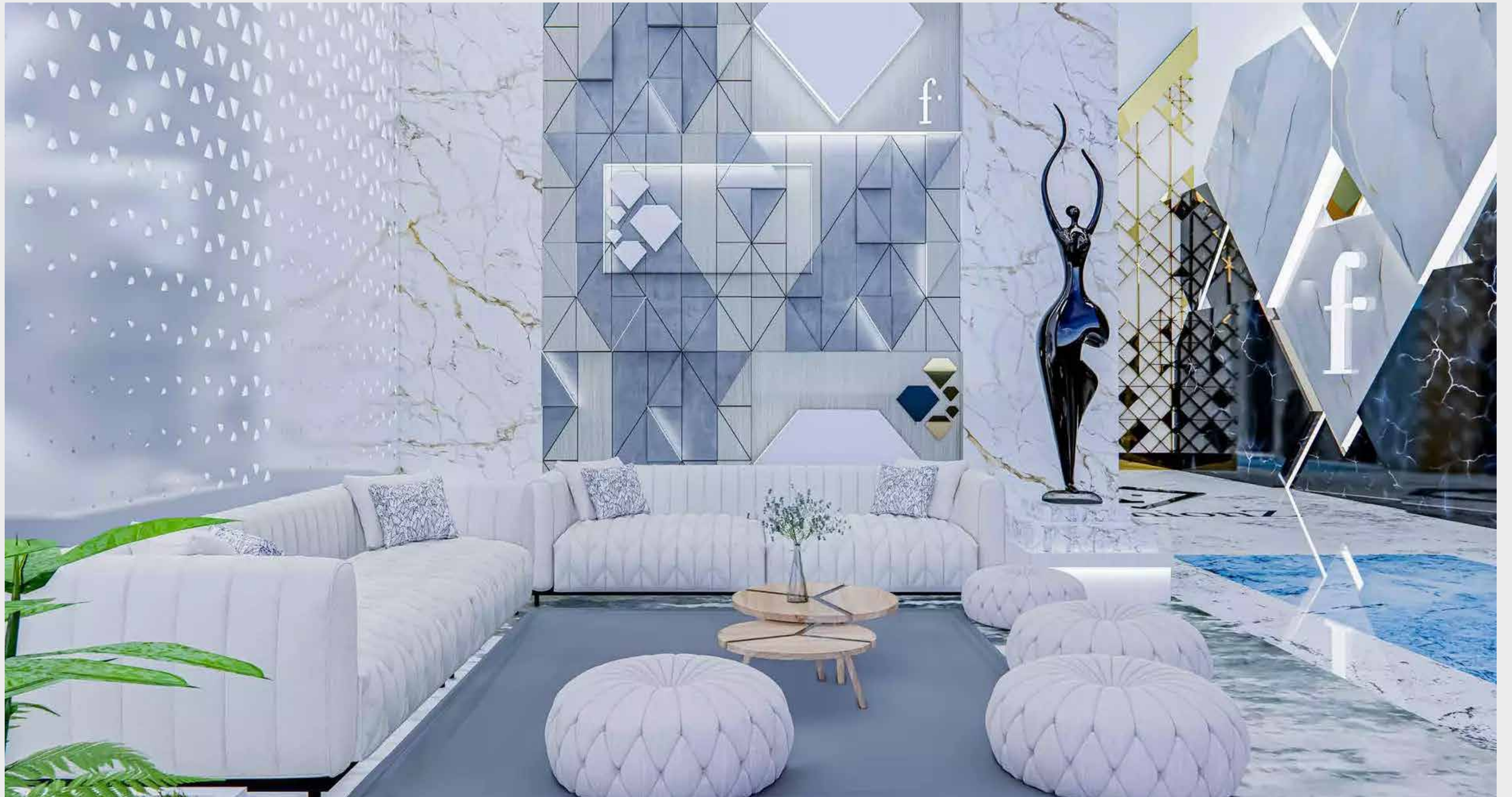


**DANUBE
PROPERTIES**

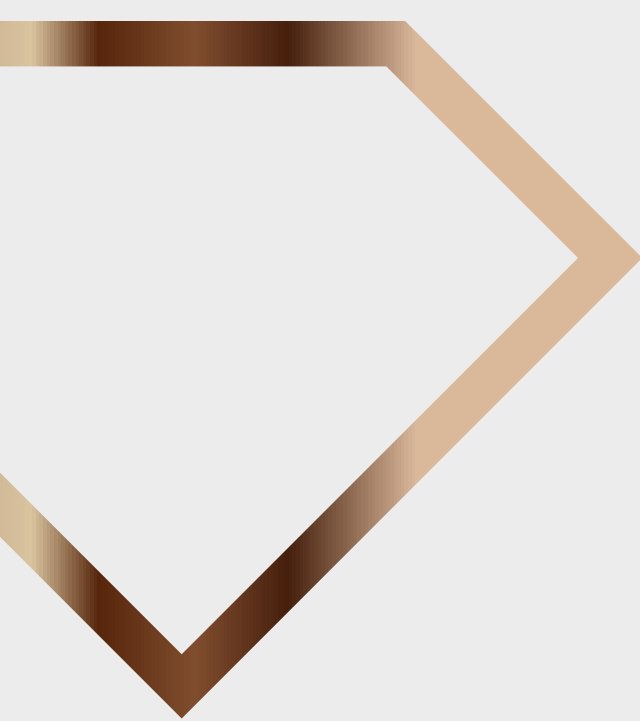
FASHIONZ

Jumeirah Village Triangle





VALUE ADDITION



Stand out from your competitors



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



Brand Elevation of the developer

LICENSE COMMERCIALS

4% of Saleable
Project cost

License Fee

Lifetime

Tenure

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, 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!

