



# 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 stablished 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 Villas By FTV

Welcome to F Villas, where luxury living meets iconic style. F Villas, a part of F Real Estate, offers developers and builders the opportunity to enhance their villa projects with the prestigious FashionTV brand. By licensing the FTV brand, developers gain access to a world of luxury, sophistication, and global recognition, setting their villa projects apart in the competitive real estate market.

With F Villas, developers can create opulent spaces that embody the essence of fashion, elegance, and opulence, appealing to high-end buyers seeking a lifestyle beyond compare.



### **Key Features**

#### **01 Prestigious Brand Association**

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

#### **03 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.

#### **02 Global Recognition**

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

#### **04 Enhanced Sales Potential**

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



### THE VILLA INDUSTRY IN INDIA

Indians are now leaning towards investing in better living standards and want nothing but the best. Fashion TV is an enterprise that offers luxurious as well as homely abodes.

A prolonged Covid-19 pandemic, combined with increased disposable income, has fueled demand for such properties.

The market for Villa's is currently worth USD 1.394 billion and is expected to grow to USD 4.021 billion by 2026.

According to 360 Realtors, the retirement and second home market segment in India is expected to grow at a CAGR of 23.63% over the next five years.







#### **Vision**

To bring India to par with the International residential industry standards by remaking the country into a leading second home destination that would suit and match the pursuit of the elite.

#### Mission

To create India's most fashionable residential brand that starts to establish itself as a benchmark in the real estate residential industry.

#### Aim

To create a homely experience that oozes luxury & sophistication in every inch of its construction.



### DELIVERABLES

### Brand Logo Usage

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



EXPERIENCE GREAT
VALUE ADDITION

The importance of an estate in the market holds a certain value as per the Square Feet per area, but with FTV your project holds a higher value as compared to other architecture in the city. Developers benefit from an additional hike of value, hereby increasing their overall competency and value in the market.

FTV Value addition stands to be a strong USP, enabling higher returns and importance among other real estate agents and projects taken upon. As per our records, you can view our Value Addition of 20% in our existing projects provided in comparison to other existing developments.





### OUR PROJECTS



### FRESIDENCES

### 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%

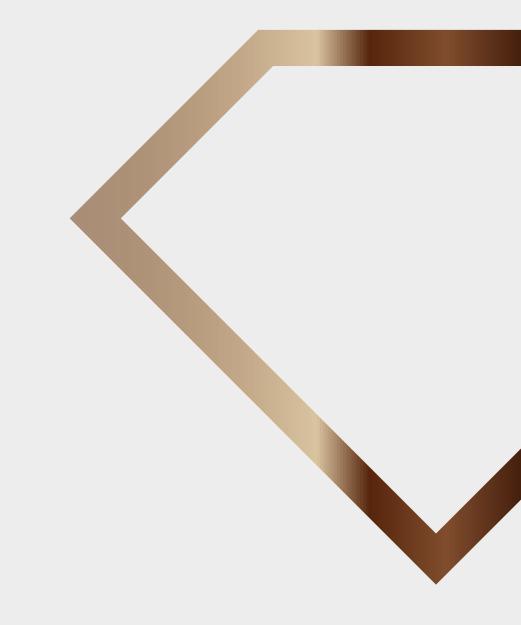


### **BRAMHACORP**

### 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%







### FRESIDENCES

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%





### FRESIDENCES

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%





## FVILLAS LICENSE COMMERCIAL

4% of Saleable Project cost

**License Fee** 

Lifetime

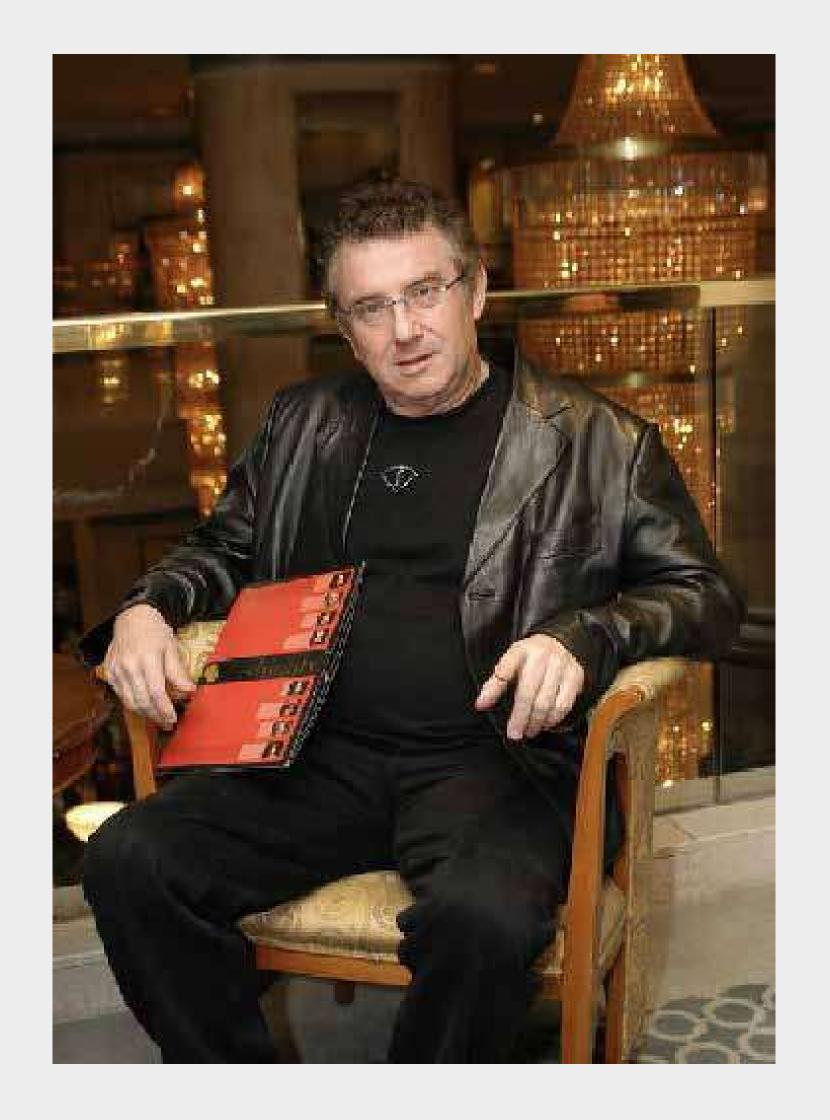
**Tenure** 



### OUR BOARD

#### **Michel Adam**

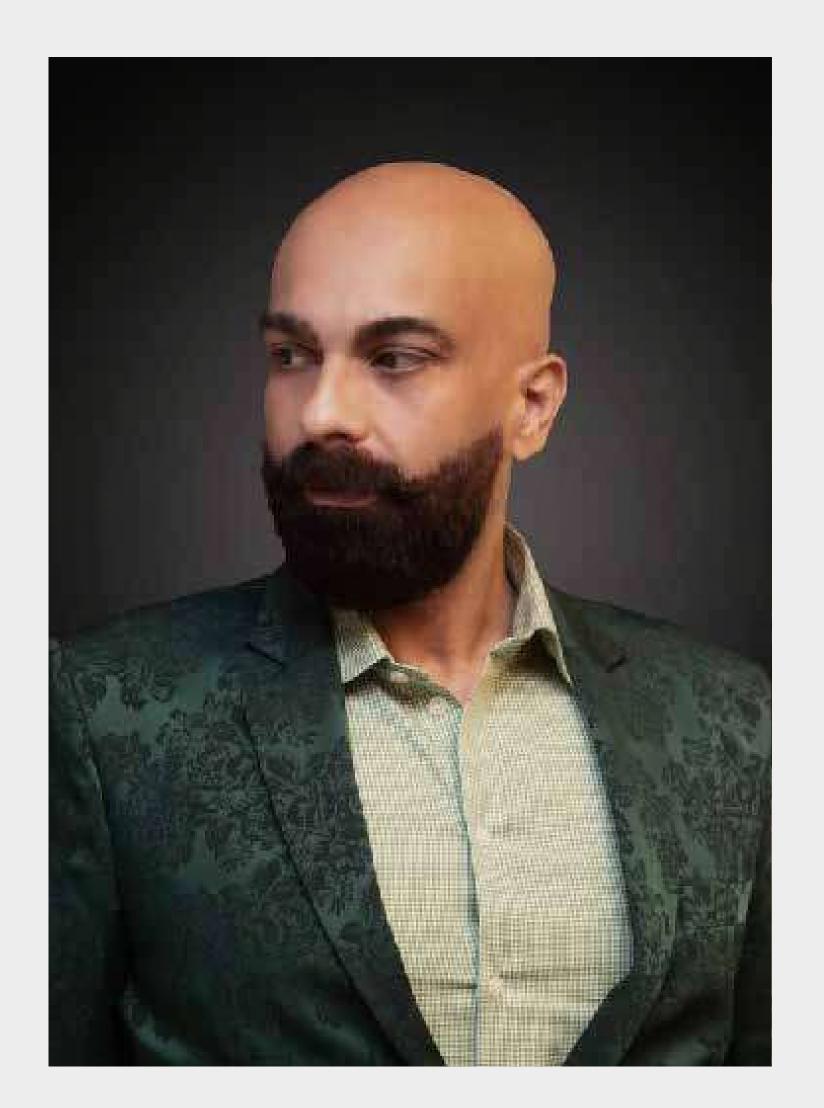
Michel Adam Lisowski is the founder and chairman of FashionTV. He founded FashionTV to create a global fashion platform that focuses on fashion, luxury, and beauty. He is known as the 'FASHION MAESTRO' for his remarkable contribution to the fashion, luxury, and lifestyle industries across the world.





#### **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.



### (f) fashiontv

Thank you for sticking through!