



# 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 recognized brand synonymous with luxury, style, and innovation. With a presence in over 195+ countries, FashionTV has established itself as a leader in the fashion and lifestyle industry, making it the perfect for developers aspiring to enhance their projects and establish themselves as premier developers in the industry.

# F RESIDENCES



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 epitomize 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 synergize 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 modeling 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

## Customized 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.

## Personalized Website D2C Integration

Elevate your online presence with a personalized website designed for seamless lead generation and customer interaction. Our integrated backend ensures a smooth transition of leads and inquiries, optimizing 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.





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# OUR PROJECTS



**NAHAR  
GROUP**

# F RESIDENCE

Pune

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







# F RESIDENCE

Pune

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





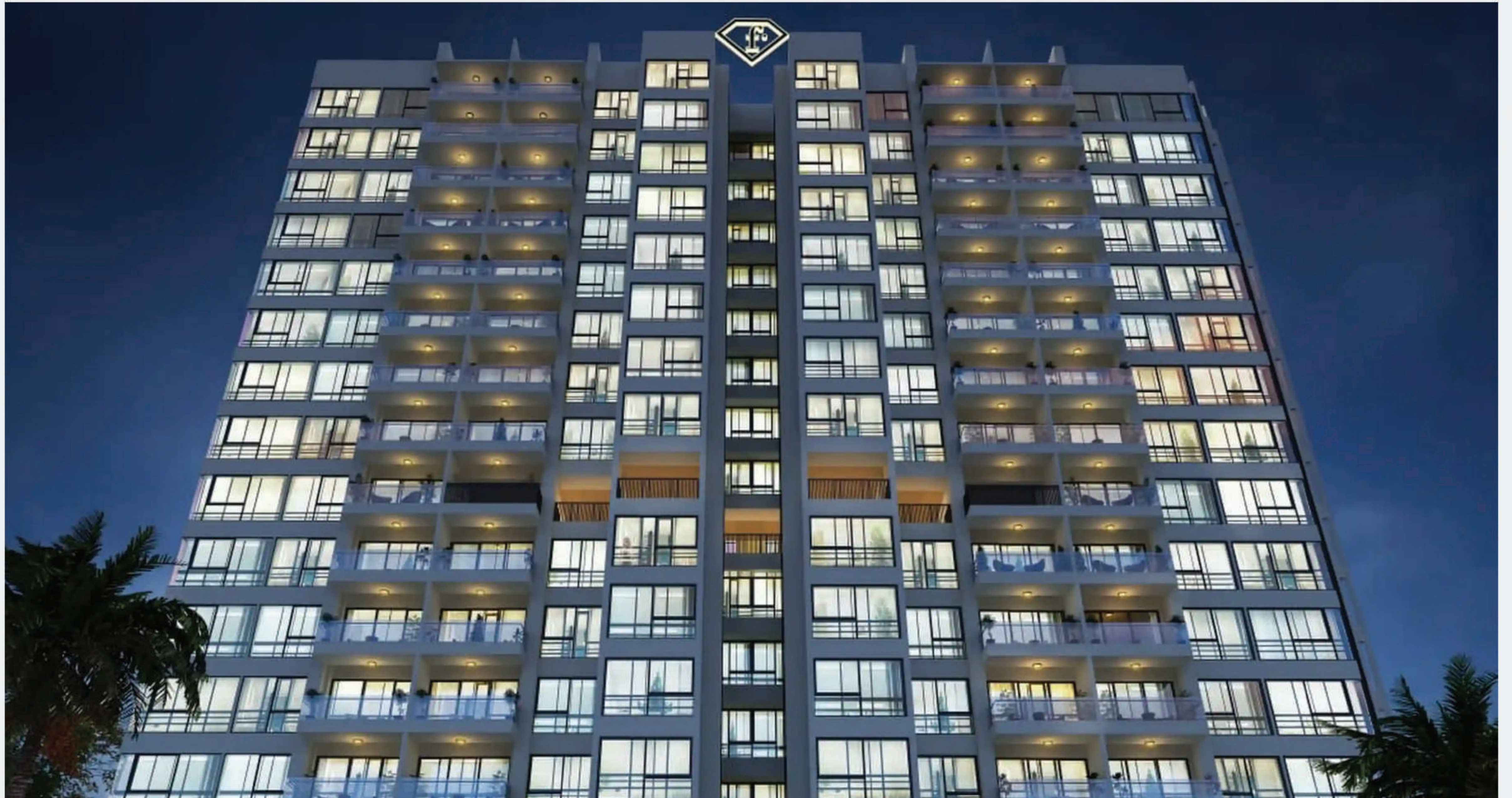


# F RESIDENCES

Ghatkopar, Mumbai

UNITS	MARKET R / SQ FT	F RESIDENCIES 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 RESIDENCIES 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



F-TOWERS

sbp



**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, 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!

