



F VALUE ENHANCER

By

 fashiontv

 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 VALUE ENHANCER BY FASHIONTV

Welcome to F Value Enhancer, a program offered by F Real Estate that revolutionizes the commercial real estate landscape. Designed to enhance the value of malls and commercial complexes, F Value Enhancer integrates FashionTV (FTV) franchises into properties, offering a turnkey solution to potential buyers or tenants.

With F Value Enhancer, developers can transform their properties into premier destinations that resonate with luxury and sophistication. By integrating FTV franchises, we provide a unique selling proposition that attracts discerning buyers and tenants, ultimately increasing the overall value of the property.

Keys Features

01 Prestigious Brand Association

Integrating FTV franchises elevates the prestige and desirability of malls and commercial complexes, attracting high-end brands and discerning tenants.

02 Global Brand Recognition

Leveraging the global recognition of FashionTV, F Hotels branding can appeal to an international audience, expanding the reach and marketability of properties and attracting guests from around the world.

03 Enhanced Foot Traffic

By offering iconic FTV franchises, F Value Enhancer drives increased foot traffic to commercial properties, boosting sales and revenue for tenants.

04 Unique Selling Proposition

The presence of FTV franchises creates a unique selling proposition for commercial properties, setting them apart from competitors and attracting a diverse audience of fashion enthusiasts.



PHILOSOPHY

Vision

We aspire to become the top choice for developers looking to elevate their mall offerings with the prestigious FashionTV brand through the Value Enhancer program. Our vision is to redefine luxury mall developments by introducing iconic franchise outlets and setting new standards of retail excellence, leading to global recognition in the retail industry.

Mission

FTV's Value Enhancer program seeks to establish innovative collaborations with developers, allowing them to incorporate our renowned franchise outlets like salons, bars, lounges, nail studios, gyms, and more into their upcoming mall projects. This unique offering aims to differentiate their projects in the market, attract luxury brands to set up outlets in the same mall, and ultimately enhance the overall appeal and profitability of the development.

Aim

Our goal is to synergise with developers by providing the Value Enhancer program, infusing FashionTV's hallmark luxury, elegance, and global allure into commercial projects. Through this collaboration, we aim to create opulent shopping destinations that inspire shoppers and attract discerning brands, ultimately driving success and profitability for developers worldwide.



DELIVERABLES

Brand Logo Usage

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.



INVENT THE FUTURE

Just how cryptocurrency took over the world, when at once it was an idea that was known by a very few. FTV Real Estates is a project that is up and coming with establishments that will one day see dominance in the real estate sector.

Early partaking in these establishments will enable exclusive returns and recognition in the world. With FTV, these projects are designed and established with an idea and goal of maximising user experience and enhancing lifestyles that makes way for more developments to occur in the near future.

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



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 VALUE ENHANCER LICENSE COMMERCIAL

₹ 25 L* + GST

License Fee

5 Years

Tenure

6%

Royalty

OUR BOARD

Michel Adam

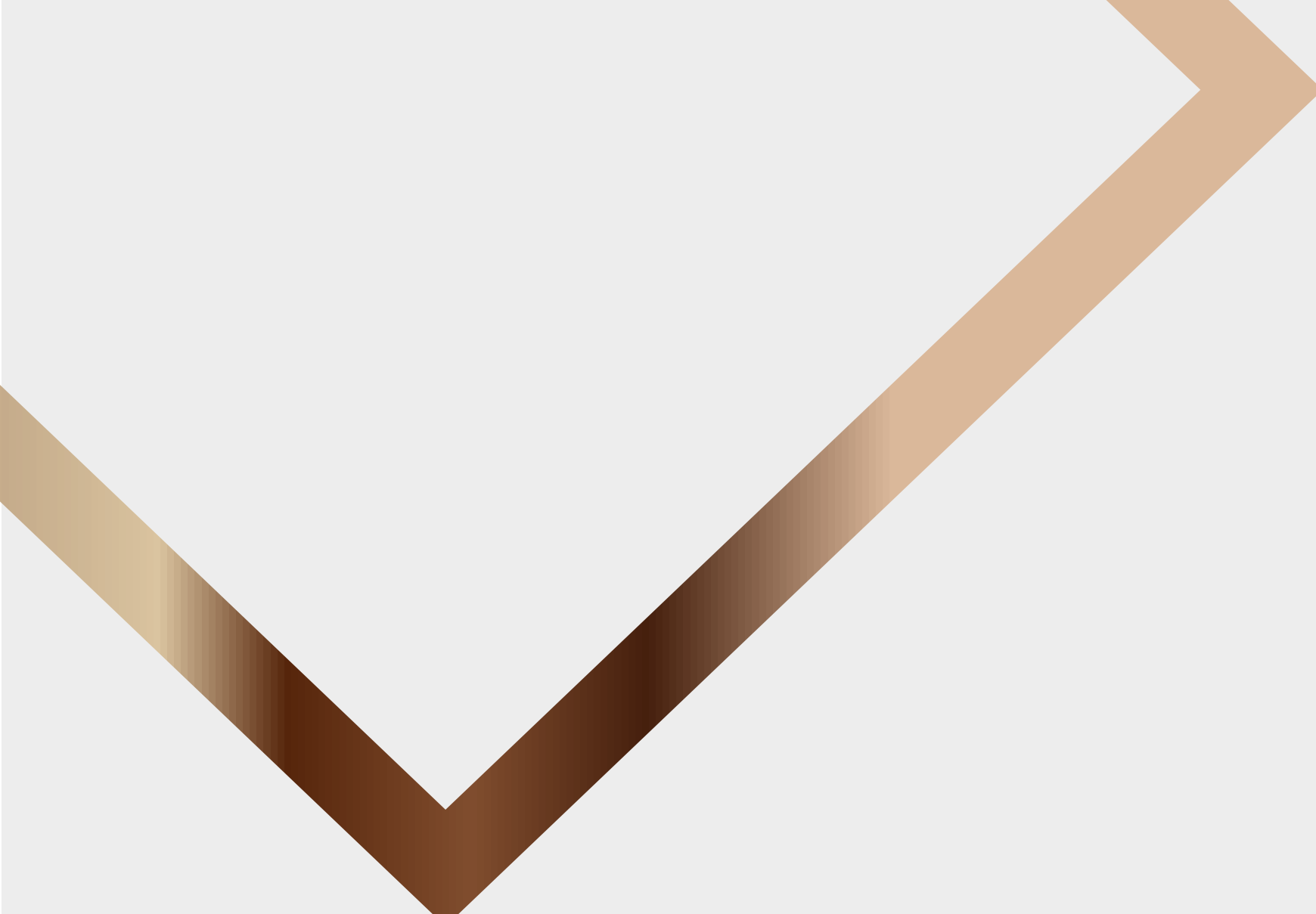
Michel Adam Lisowski is the founder and chairman of FashionTV. He founded FashionTV to create a global fashion platform that focuses on fashion, luxury, and beauty. He is known as the 'FASHION MAESTRO' for his remarkable contribution to the fashion, luxury, and lifestyle industries across the world.



Kashiff Khan

Kashiff Khan, the Managing Director of the world's largest fashion and lifestyle media brand, FashionTV, 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.





 **fashiontv**

Thank you for sticking through!

