

The Home of *fashion*

SALON

EQUIPMENT

# SALON EQUIPMENT IN INDIA

- With increased interest of the masses in personal care and beauty along with a high disposable income, the beauty industry is flourishing exceptionally.
- Globally, the beauty industry amounts to a staggering USD 511 billion, and it is projected to reach **USD 716.6 BILLION** by the year 2025.
- The Indian beauty industry is suspected to be close to catching up to the world's largest markets including the U.S. and China, jumping from a mere USD 11 billion in 2017 and is expected to close **USD 30 BILLION BY 2025.**
- FTV has already established itself as a fashion phenomena globally, and therefore launching a line of FTV's salon styling equipments will expedite its growth in the market.



# FTV SALON EQUIPMENT

- FashionTV has been the iconic fashion platform for fashion stylists to look up to for almost a **QUARTER-CENTURY**, worldwide.
- We understands the needs of today's modish world to invest in their appearance and beauty.
- Whether it is to ameliorate your salon game or for your every day at-home stylings, FTV has it all, from straighteners and curlers, to brushes, clippers, and scissors.
- FTV Salon equipments are made from the highest quality materials that have been tried and tested and has proven to be extremely durable and sustainable.
- Moreover, using **FTV SALON EQUIPMENTS** will greatly influence customers' first impression about the salon due to our global brand recognition.



# FTV SALON EQUIPMENT PHILOSOPHY



## VISION

FashionTV has a vision to provide the best salon equipments to every individual who wishes to enhance their means of styling. Our brand promises the most handy, aesthetic and top quality salon equipments.



## MISION

To create a brand of styling equipments with quality and usability like no other, making certain this is the one and only brand used in every salon or household.



## AIM

FTV aims to become the most recognizable salon styling equipment brand in the nation and eventually emerging as a touchstone worldwide.

# WHY AFFILIATE WITH FTV ?

Aside of being the **LARGEST** FashionTV Network, the reasons are many but some of them are:

- 12 Channels of 24 hrs dedicated to Fashion & Lifestyle channels.
- **23 YEARS** of existence.
- UHD 4K and 8K 24 hours channels.
- Available on leading OTT platforms all over the world.
- 100 plus HOURS of new fashion and lifestyle content every week.
- **2 BILLION WORLDWIDE** Viewers.
- Available on 250 Global Cable Satellites.
- Presence in **193 COUNTRIES.**
- Reaching 500 Million Households.



# SOME FASHIONTV KEY FACTS

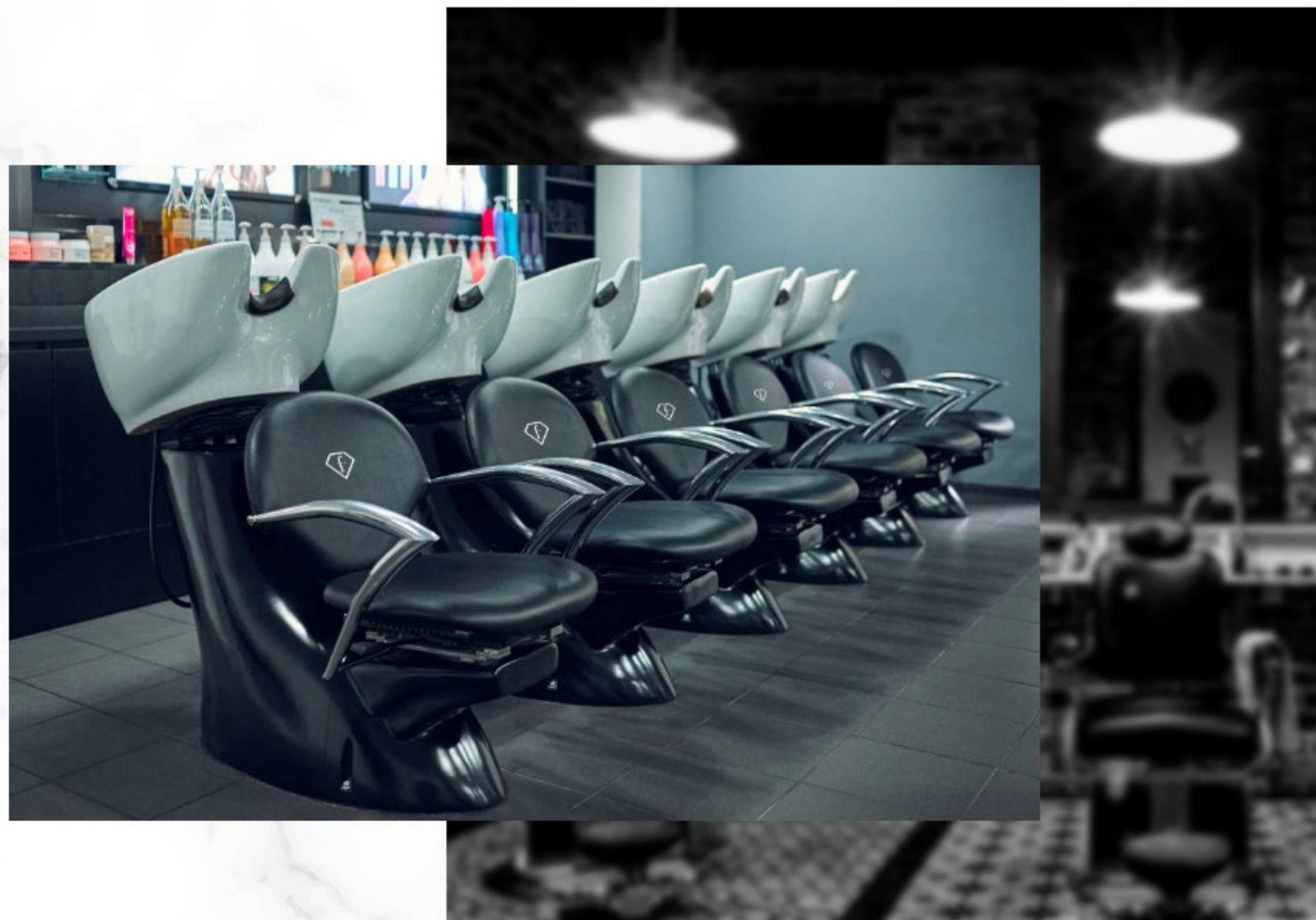
- VIEWED ON 10 MILLION PUBLIC TV SETS IN PUBLIC PLACES.
- 5M website hits per month.
- FashionTV App gets 500K **SUBSCRIBERS** & 35K installation per Month.
- **65M** views on FTV youtube channel.
- **90M** subscribers per month on the channel.
- Facebook garners over 4.5M likes and **12M** views.
- The number of followers on instagram is over 300K an 125k is organic reach.



# FASHIONTV 360 DEGREE LICENCE SUPPORT

## PRE-OPENING SUPPORT:

- Location analysis and approval.
- Architecture, **DESIGNS**, layouts.
- Diamond inspired designs.
- Staff recruitment
- FashionTV proprietary products supply.
- Other products and vendor tie-ups.
- **STRATEGIC** planning



## LAUNCH SUPPORT

- Planning and execution
- Launch plan in SMM and PR **PROMOTIONS**
- Cross marketing

## POST OPENING SUPPORT

- Audits and Ideas
- Promotional offers
- FashionTV sponsorship opportunities
- Google and website listing



# USP'S OF FASHIONTV

## 8K video wall fashion shows and VJ during the event.

- Projections of FashionTV shows by top designers.
- 3D FashionTV "**FLOOR**", stunning luxury fashion animations.
- Live FashionTV channel with shows from across the globe.
- Promotional videos of FashionTV parties from across the world.
- Promotional content through **CELEBRITIES**.
- Endorsing the brand from across the globe.



# USP'S OF FASHIONTV

FashionTV proprietary **PRODUCTS.**

FTV branded merchandise:


- FashionTV beverages
- FashionTV apparels
- FashionTV lingerie
- FashionTV cosmetics
- FashionTV accessories
- FashionTV art jewellery
- FashionTV eyewear
- FashionTV footwear
- FashionTV bags

**AND MORE!!**



# USP'S OF FASHIONTV

**FASHIONTV UNIQUE DIAMOND INSPIRED DESIGN.**

- FashionTV upholstery
- FashionTV stage **DESIGN**
- FashionTV banners
- FashionTV podium 
- FashionTV ramp
- FashionTV lighting
- FashionTV stalls
- FashionTV flyers/printouts



# USP'S OF FASHIONTV

## **SPECIAL EVENTS.**

A special runway will placed at all events.

- Top notch models ramp walking in state-of-the art fashion proprietary products (beverages, apparels, cosmetics, accessories, art jewellery, eyewear, footwear, bags).

Dedicated Social Media Marketing Handles:



**FACEBOOK**



**LINKEDIN**



**INSTAGRAM**

**SOCIAL MEDIA  
MARKETING**

**YOUTUBE**



**TWITTER**



# SOCIAL ENGAGEMENT



**INSTAGRAM UPLOADS**



**TWITTER POSTINGS**



**FACEBOOK UPLOADS**



**INSTAGRAM CHECK-INS**

**FACEBOOK CHECK-INS**



**LINKEDIN POSTS**



**YOUTUBE VIDEOS**



**GOOGLE AD'S**



# SOCIAL ENGAGEMENTS STATISTICS

- 150 new stories (Facebook)
- 200 new stories (Instagram)
- 50 new stories (Twitter)

**MORE THAN 300 NEW STORIES PER DAY!**

Due to FashionTV 's brand popularity and social media engagement from our beloved customers and influencers all the platforms are engaged from every locations.



# NEW MEDIA STATISTICS

- Facebook has over **3,000,000 VIEWS**.
- The fashiontv.com has an average 500,000 monthly visits.
- The youtube channel has **1,000,000 SUBSCRIBERS** and an average of 15,000,000 monthly views.
- The video platform DailyMotion has an average of 500,000 monthly views.





# Sponsored Local Listings

- Facebook local
- **GOOGLE LOCAL**
- GPS location based ADs
- Facebook AD posts and likes campaigning
- Instagram AD and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- Youtube promotions and video **BOOST**



# LICENCE BASIC REQUIREMENTS

## **AAA LOCATION**

FTV Salon Equipments must be sold at posh and momentous locations, malls, high-end fashion, beauty, and electronic stores, online stores and commercial and shopping areas. Additionally, FTV Salons will also exclusively utilise FTV Salon Equipments.

## **STRONG FINANCIAL BACKINGS**

All affiliates purchasing the FTV Salon Equipments must be able to show strong financial backings and profound knowledge of the industry for optimal results.

## **LICENCE INDUSTRY ATTRACTION**

All affiliates must have an immense liking towards the fashion and beauty industry with a strong desire to provide people with the best equipments for styling and beautification.

**STRONG DESIRE TO BE MORE:** Rich, Famous & Successful

# FASHIONTV LICENCE FINANCIALS

**LICENCE RATE CARD : RS 10 LAKHS**  
**MANUFACTURING COSTS : ON ACTUALS**



SALON  
EQUIPMENT