

# The Home of *fashion*



# FASHION STORE IN INDIA

1. The emergence and growth of the Fashion Store Industry in India are unprecedented.
2. Revenue in the Fashion segment is projected to reach \$13,160m in 2020
3. Revenue is expected to show an annual growth rate (CAGR 2020-2025) of 12.4%, resulting in a projected market volume of US\$23,574m by 2025. With the rise of digitisation among the young population, personal grooming has become very important.
4. One of the key industries riding this tide is the Fashion Store Industry!



# FTV FASHION STORE

1. We at FTV Fashion Store introduce standardized international Fashion Store grooming services for Indian citizens.
2. We aspire to become the leader of LUXURY Fashion Store business in India providing world-class Fashion Store treatment for our clients.
3. FTV Fashion Store provides exactly what the customers want:
  - Essential Fashion Store products & services at FTV Fashion Store include for- Formal wears, Casual Wears, Accessories and many more.
  - A diverse array of services to give luxurious make-up experiences which brings out the best in you.
  - FTV Fashion Store plans to curate the most luxurious Jewellery Store experience in India.

# FTV FASHION STORE PHILOSOPHY

## VISION

To bring India at par with international fashion designing standards and transform it into one of the leading fashion destinations in the world.

## MISSION

To present our clientele with 'a sense of exclusiveness', high-quality professionally designed clothing lines and international looks.

## AIM

To create India's most influential designer fashion brand, FTV fashion store, which sets the benchmark for the rest of the fashion tailor made industry.



# WHY FRANCHISE FTV??

FashionTV / FTV is the World's **LARGEST** Fashion Network!!!

Some FashionTV **KEY FACTS:-**

- **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.
- FashionTV YouTube Channel has **65M Views**.
- FashionTV YouTube Channel has **90M** viewership per month.
- **4.5M** plus likes on Facebook.
- **12M** views per week.
- **300K FOLLOWERS** on Instagram
- **125k** Organic Reach per Month.

Backed with Most Viewed, Proven, and Stable HIGH-END Luxury Fashion and Lifestyle Media House | [www.fashiontv.com](http://www.fashiontv.com)

FashionTV / FTV is truly an "**AUTHORITY IN FASHION**".

# FASHIONTV 360 DEGREE FRANCHISE SUPPORT

## Pre-Opening Support:

1. Location Analysis and approval.
2. Architect, **DESIGNS**, Layout, Etc.
3. **DIAMOND** Inspired Designs (Walls, Ceilings, Furniture, etc).
4. Staff Recruitment.
5. FashionTV Proprietary Products Supply.
6. Other Products and Vendor Tie-ups.
7. **STRATEGIC** Planning.
8. Staff extensive Training and execution.
9. FashionTV Billing & Security Platform.



## LAUNCH SUPPORT

1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. **PROMOTIONS.**
4. Cross Marketing.

## POST OPENING SUPPORT

1. Sales **INCREMENTAL** Strategies.
2. Audits.
3. Promotional Offers.
4. FashionTV Loyalty MEMBERSHIP programs.
5. Google and Website Listing.



# USP'S OF FASHIONTV

## 8K VIDEO WALL FASHION SHOWS AND VJ

- Projections of FashionTV shows by Top **DESIGNERS**.
- 3D FashionTV "Floor" stunning luxury fashion animations.
- Live FashionTV Channel with FashionTV shows from across the globe.
- A continuous flow of live FashionTV from various Fashion HUBS.
- Promotional Videos of FashionTV **PARTIES** from across the globe.
- Promotional content through **CELEBRITIES** endorsing the brand from across the globe.

# USP'S OF FASHIONTV

## FASHIONTV PROPRIETARY PRODUCTS

FTV branded Merchandise like: –

- FashionTV Casual Wears
- FashionTV Formal Wears
- FashionTV Backpacks
- FashionTV Belts
- FashionTV Shoes
- FashionTV Sandals
- FashionTV Wallets
- FashionTV SOCKS
- FashionTV SCARVES & GLOVES

# USP'S OF FASHIONTV

FashionTV unique **DIAMOND** Inspired Design

- FashionTV Ceilings and walls
- FashionTV Furniture
  - Chairs
  - Mirrors
  - Tables
- Fashion TV Upholstery
- Electric Fashion Store Massage Tables
- Traditional Ayurveda Table
- Tables for multipurpose use



# ◀ SOCIAL MEDIA MARKETING ▶

Dedicated Social Media Marketing Handles:

- **FACEBOOK**
- **INSTAGRAM**

# 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 our customers love to post, like, share, comment, check-in, take pictures, shoot videos, tag, and more in all of our locations!

The social engagement within the **FTV FASHION STORE'S** network is an exciting average of **300 STORIES** per day – every story is Free – Word of Mouth – Advertisement.



# NEW MEDIA STATISTICS

- Facebook: **3,000,000+ FANS**
- FashionTV.com: Average of 500,000 monthly visits.
- FashionTV.com: Average of 1,500,000 monthly imps.
- YouTube Channels: **1,000,000 SUBSCRIBERS**
- YouTube: Average of 15,000,000 monthly views.
- Daily Motion: Average of 500,000 monthly views.

# SPONSORED LOCAL LISTINGS

- Facebook Local
- **GOOGLE LOCAL**
- GPS based AD's
- Facebook ads post and likes campaign
- Google ads words campaign
- Instagram Ad and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video **BOOST**

# FRANCHISE BASIC REQUIREMENTS

## 1. AAA Location

FashionTV / FTV Vegan Café should be located in a prime **TRIPLE A** location of the city.

## 2. Strong Financial Backings

All franchisees must be able to show strong **FINANCIAL** Backings to ensure the success of the business.

## 3. FRANCHISE wellness Industry Attraction

All franchisees must-have attraction and liking towards the **DESIRED** Industry with a zeal to learn, explore, and strive to succeed.

4. Strong Desire to be more: Rich, Famous & Successful.



# FASHIONTV FRANCHISE FINANCIALS

| MODULE                | STANDARD     |
|-----------------------|--------------|
| Franchise Fee         | Rs. 30 Lacs  |
| Area Up to            | 3000 Sq. Ft. |
| Outlet Setup          | Rs. 1.3 Cr   |
| Royalty               | 10%          |
| Average ROI in 3 Yrs. | 85%          |

**Notes:** These are approx. figures based on worldwide stores. The actual cost will vary as per the location.  
Taxes as applicable. Shop Cost & Working Capital extra on actual.

# FASHIONTV FASHION STORE SERVICES CONSISTS OF: –

## CASUALWEAR

- SHIRTS
- KNITWEAR & JERSEY
- COATS & OUTERWEAR
- TROUSERS

## SHIRTS & TIES

- BUSINESS SHIRTS
- CASUAL SHIRTS
- FORMAL SHIRTS
- TIES
- BOW TIES

## ACCESSORIES

- LEATHER GOODS
- CUFFLINKS
- BELTS
- POCKET SQUARES
- SOCKS
- SCARVES & GLOVES

# FTV FRANCHISE BENEFITS

- Association with World's **LARGEST** Fashion Brand
- Great Business Opportunity with **GREATER** Returns
- Develop a huge fruitful circle of a business network
- Become a leader in fashion and lifestyle in your city cream society
- Get to be the next **VIP** jet setter
- Be on the **VIP** list of every Invitee List of your City Events
- Become the respected player in your city fashion industry
- Be seen and surrounded with the who's who of your City
- Meet the most beautiful and **FASHIONABLE** people
- Use the FTV visiting card as your power currency



# FASHIONTV FRANCHISE – AN INVITATION...

FashionTV / FTV is looking to partner with sound well-settled business-minded and experienced persons like you. We also expect our **POTENTIAL** partners to know about international fashion and lifestyle mind-set.

If you find the:-

1. **Basic brand requirements**
2. **FashionTV Facts**
3. **Brand Support**

Exciting and **INTERESTING** enough to partner and associate with us, then for further information and discussion please call / message/email us.

**Email ID - [franchise@ftv.ind.in](mailto:franchise@ftv.ind.in)**

**Phone - + 91 9833833930**