

fashiontv



# F BEAUTY & WELLNESS BY F TV

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Inspiring Businesses With World-Class Luxury  
and Grandeur since 1997

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## About FTV

FashionTV was founded in 1997 in France by Michel Adam Lisowski. It is the world's largest fashion and lifestyle media brand with a reach extending to over 196 countries and a growing audience exceeding 2 billion.

With 27 years of legacy and expertise in the fashion & lifestyle industry, we have also extended our branches into franchising & licensing businesses.

We present a franchise opportunity to elevate your lounge to new heights, transforming it into the premier destination so that you can provide a satisfying experience to your customers.

## Explore Rapid Growth And Opportunities In The Beauty & Wellness Industry

FashionTV Beauty & Wellness franchise is poised to thrive in the rapidly evolving beauty industry, leveraging the dynamic transformation in lifestyles. As the market is expected to surpass 2.5 Billion AED by 2025, the brand can capitalize on the growing trend of luxury seeking & digitally savvy consumers, who prioritize convenience and innovation.

The strategic positioning will enable FashionTV Beauty & Wellness to redefine the beauty landscape in the Gulf countries and beyond.

The high-end population of the Gulf countries seeks world-class experiences in beauty & wellness with a strong emphasis on luxury & sophistication. By capitalising on these opportunities, aesthetic & beauty businesses can tap into a thriving industry with significant

## Introducing FashionTV Beauty & Wellness Businesses

FashionTV Beauty & Wellness is set to make a remarkable impact in the Gulf countries by merging luxury wellness experiences with high-end sophistication. The brand's unique approach combines premium beauty treatments with elegant aesthetics, appealing to discerning clientele of the Gulf Nations, known for their lifestyle choices.

As tourism flourishes, FashionTV's distinctive brand identity can draw both locals and international visitors seeking luxury wellness offerings. The business model provides strong support for new franchisees, facilitating a smooth entry into this vibrant market.

With a commitment to innovation and brand synergy, FashionTV Beauty & Wellness aims to transform the beauty landscape in the Gulf, creating lively spaces where luxury, lifestyle and wellness intersect.

## Why FashionTV Franchise?

### GLOBAL PRESENCE

The global presence of FashionTV offers a significant advantage in establishing a brand reputation and providing a solid foundation for your business, ensuring a commercial grandeur for it.

### CREDIBILITY AND TRUST

Associating with a well-known brand like FashionTV can elevate the credibility and trustworthiness of a product or service. We provide the rights to leverage the FTV logo to enhance sales, customer loyalty and brand loyalty.

### LUXURY IDENTITY

The FashionTV brand is synonymous with luxury and sophistication. Collaborating with us instantly boosts your business prestige and appeal, attracting a discerning clientele who value high-quality experiences

### TREND FORECASTING & STRATEGY

Leverage Fashion TV's expertise & industry insights to anticipate trends, receive guidance on design & marketing strategies and access International resources to amplify your success in the competitive markets of the Gulf countries

### SERVICE INNOVATION SUPPORT

Our seasoned experts will guide you through innovating your services, ensuring successful outcomes and providing invaluable market insights to set your business as a premium market choice.

### DIGITAL MARKETING

Boost brand distinctiveness and engage your target audience with our compelling marketing campaigns. Leverage social media marketing across Instagram, Facebook, LinkedIn and Twitter, along with Google and website listings.



## Our Philosophy

### VISION:

To create the most sophisticated and elegant Beauty & Wellness franchise business that caters to the elite's needs and preferences of the Gulf populations.

### MISSION:

To set up the FashionTV Beauty & Wellness franchise successfully in the Gulf countries, which embodies FashionTV's premium identity

### AIM:

To establish the most luxurious and refined Beauty & Wellness outlets in the Gulf countries, offering modern & elegant decor combined with soothing music that sets the tone for a rejuvenating experience.



## Our Comprehensive Support

WE ENSURE CONTINUOUS SUPPORT FROM PRE-LAUNCH TO POST-LAUNCH.

### PRE-LAUNCH SUPPORT

- Location analysis and approval
- Architecture, designs, layouts
- FTV Diamond inspired Logo
- 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-LAUNCH SUPPORT

- Business Planning & Operations
- Audits and Ideas
- Marketing
- Training
- Promotional offers
- FashionTV sponsorship opportunities
- Google and website listing



## BASIC FRANCHISE REQUIREMENTS

### LOCATION

FashionTV Beauty & Wellness Franchises must be located in prime locations in upscale residential, business and commercial centres across all the prime & strategic locations of the Gulf countries.

### STRONG FINANCIAL BACKINGS

All franchisees must be able to show strong financial backings to ensure the success of the beauty & wellness business.

### FRANCHISE INDUSTRY ATTRACTION

All franchisees must have attractions and likings towards the beauty & wellness industry along with profound knowledge and expertise of the business

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



## Franchise Cost ( Individual Store )

FRANCHISE	COST
SPA	200,000 AED
GYM	200,000 AED
SALON	200,000 AED
AESTHETIC	200,000 AED
WELLNESS STUDIO	500,000 AED

**PROCURE THE MASTER RIGHTS  
FOR FASHIONTV BEAUTY & WELLNESS**

**@ 2.5 MILLION USD ONLY / 9.2 MILLION AED ONLY**



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# OUR BOARD



**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.

 **Michel Adam Lisowski**

The Man Behind FashionTV



## **Kashiff Khan**

The Business Mastermind

**Kashiff Khan** is the Managing Director of FashionTV, the world's largest fashion and lifestyle media brand. Beyond his role, he is an accomplished author, writer and startup specialist, actively and is an iconic name in the world of fashion and brand business development in India.

Thank you for making it to the end of this presentation. We are excited to embark on a dynamic partnership together, as we mark the beginning of a luxury brand-business collaboration in the Gulf countries.