

 fashiontv



FashionTV

BRAND LICENSING





Inspiring Businesses With World-Class Luxury
and Grandeur since 1997

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About F'TV

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 licensing businesses. We present a brand licensing opportunity to elevate your premium lifestyle essentials 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 Luxury Lifestyle Industry

FashionTV brand licensing for premium lifestyle essentials is poised to thrive in the rapidly evolving luxury retail industry, leveraging the dynamic transformation in lifestyles.

With a focus on luxury and aesthetics, FashionTV can create unique lifestyle offerings that resonate with consumers' desires for premium daily-use essentials. This strategic positioning will enable FashionTV Brand Licensing to redefine the luxury retail paradigm in the Gulf countries and beyond.

The high-end population of the Gulf countries seeks world-class experiences in luxury retail with a strong emphasis on luxury & sophistication. By capitalising on these opportunities, premium lifestyle essentials can tap into a thriving industry with significant growth potential & diverse revenue streams.

Introducing FashionTV Business Of Lifestyle Essentials

FashionTV's brand licensing offers an exceptional opportunity for luxury retail and premium lifestyle essentials, combining sophistication with cutting-edge style. The brand's iconic identity appeals to discerning consumers seeking high-quality products and experiences.

With a focus on innovation and world-class luxury, FashionTV creates a unique platform for collaboration. This partnership empowers brands to thrive in the competitive luxury landscape, enhancing their offerings with FashionTV's prestigious reputation.

Enhancing the worth of premium lifestyle essentials, accessories, apparels and personal goods with a luxury brand signature, FashionTV brand licensing is definitely the future of the global luxury retail industry.

Why FashionTV Brand Licensing?

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, that are the hallmark of luxury & opulence.



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 a legendary luxury retail brand licensing business that caters to the elite's needs and preferences of the Gulf populations.

MISSION:

To set up the FashionTV Luxury Retail Brand Licensing successfully in the Gulf countries, which embodies FashionTV's premium identity and quality.

AIM:

To establish the most successful luxury retail branding business in the Gulf countries, offering premium lifestyle essentials & thereby elevating lifestyle aspirations.

FashionTV (FTV) stands as the largest fashion network globally, offering comprehensive support to Licensees.



Our Comprehensive Support

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

PRE-LAUNCH SUPPORT

- Premium Standards of global excellence
- Reflection of avant garde lifestyle aspirations
- FTV Diamond inspired Logo
- Staff recruitment
- FashionTV proprietary products supply
- Other products and vendor tie-ups
- Strategic planning
- Staff extensive training and execution

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 BRAND LICENSE REQUIREMENTS

LOCATION

FashionTV luxury retail brand licensing 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 licensees must be able to show strong financial backings to ensure the success of the luxury retail business.

LICENSE INDUSTRY ATTRACTION

All licensees 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.**

BRAND LICENSE COST

BRAND LICENSE

COST

Apparels

3.7 MILLION AED ONWARDS

White Goods

3.7 MILLION AED ONWARDS

Personal Goods

3.7 MILLION AED ONWARDS

Beverages

3.7 MILLION AED ONWARDS

Accessories

3.7 MILLION AED ONWARDS

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.