

 fashiontv



FashionTV
KNOWLEDGE & EDUCATION
FRANCHISE





Inspiring Businesses With World-Class Luxury
and Grandeur since 1997



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 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 Education Industry

FashionTV's franchise policy reflects a commitment to luxury and excellence in hospitality education, particularly within the Gulf countries. By leveraging its iconic brand, FashionTV enhances its footprint in the region's thriving hospitality sector, offering a cohesive experience that aligns with local values and aspirations.

FashionTV's Beauty & Wellness Education franchise is dedicated to elevating standards and practices within the beauty & wellness industry. Leveraging its prestigious brand, FashionTV offers innovative educational programs and training that cater to the growing demand for excellence in this market.

Apart from Hospitality Education, FashionTV also offers franchising opportunities for the development of Beauty & Wellness education sector. Along with knowledge and skills development, the primary focus lies on building up strong, professional skills.

FashionTV is dedicated to establishing a strong presence in the Gulf hospitality education landscape, merging high standards with commercial success to build unparalleled credibility.

FashionTV aims to empower the next generation of hospitality & wellness leaders in the Gulf, expanding its brand legacy while contributing to the growth of the industry.

Introducing FashionTV Knowledge & Education Businesses

FashionTV Education franchise is poised to make a significant impact in the Gulf countries by blending high end, professional expertise to create a stunning workforce that will meet the requirements of the opulent lifestyles of the Gulf Nations.

The franchise model offers robust support for new franchisees, ensuring a seamless entry into this dynamic market. With a focus on innovation & brand synergy, FashionTV Educational franchise is all set to redefine the hospitality & wellness education industry, keeping in mind the synergy of luxury, lifestyle, glamour & opulence in the Gulf countries.

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, 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 the most professional, cutting-edge educational franchise business that caters to the elite's needs & preferences of the Gulf populations.

MISSION:

To set up the FashionTV educational franchise successfully in the Gulf countries, which embodies FashionTV's premium identity and quality.

AIM:

To establish the most top-notch education in the Gulf countries, offering impeccable global standards in hospitality & wellness education.



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

- Global Curriculum Standards & Concepts
- Advanced Professional Ethos
- 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 FRANCHISE REQUIREMENTS

LOCATION

FashionTV Educational 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 hospitality & wellness industry.

FRANCHISE INDUSTRY ATTRACTION

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

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



FRANCHISE COST

FRANCHISE

F School of Beauty

F School of Hospitality

COST

FRANCHISE COST 125,000
AED ONWARDS

FRANCHISE COST 0.2
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.