



FashionTV
EVENTS

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FASHIONTV





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 franchising & licensing businesses. We present a franchise opportunity to elevate your events businesses to new heights, transforming it into a luxurious and glamorous experience so that you can deliver a truly world class show reflecting glamour & sophisticated tastes.

Explore Rapid Growth And Opportunities In The Events Industry

The events businesses in the GCC (Gulf Cooperation Council) events and exhibition market is growing, with a value of USD 656 million in 2023 and expected to reach USD 827.25 million by 2029.

The Gulf countries has shown a predisposition for luxury and glamorous events in the recent years, driven by increasing urbanization, rising disposable incomes and a growing focus on world wide communication and recognition.

This growth is fueled by several factors such evolving consumer preferences, growing corporate and media culture due to International influences & an inclination towards global lifestyle aspirations.

The high-end population of the Gulf countries seeks world-class experiences in luxury & media events with a strong emphasis on global recognition & media coverage. By capitalising on these opportunities, events businesses can tap into a thriving industry with significant growth potential & diverse revenue streams.

Introducing FashionTV Events Businesses

FashionTV Events franchising is poised to make a significant impact in the Gulf countries by blending high end glamorous media exposure with the allure of opulent lifestyles & standards of the Gulf Nations. The brand's unique concept combines the traditional sophistication of the Gulf countries with luxury and glamour, appealing to the connoisseurs of the Gulf Nations who demand global public attention.

The franchise model offers robust support for new franchisees, ensuring a seamless entry into this dynamic market. With a focus on innovation and brand synergy, FashionTV Events is set to redefine the events and media landscape in the Gulf, creating a glamorous panorama where luxury, lifestyle and media exposure converge.



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 & innovative 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 events franchise business that caters to the elite's needs and preferences of the Gulf populations.

MISSION:

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

AIM:

To establish the most luxurious and glamorous events venues in the Gulf countries, offering an electrifying glamorous zone that sets the tone for a diverse media experience.



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





Our Comprehensive Support

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

PRE-LAUNCH SUPPORT

- Strategic Venue and Context of the Event
- Events, Concepts and International Media Coverage
- 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

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BASIC FRANCHISE REQUIREMENTS

LOCATION

FashionTV Events 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 events and media business.

LICENSE INDUSTRY ATTRACTION

All franchisees must have attractions and likings towards the events and glamour industry along with profound knowledge and expertise of the business.

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

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.