

# F FOOD & BEVERAGES BY FTV



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 franchising & licensing businesses.

We present a franchise opportunity to elevate your FnB Business 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 FnB Industry



The FnB business in the Gulf countries has shown substantial growth in recent years, driven by increasing urbanization, rising disposable incomes and a growing focus on personal grooming.

The Food and Beverage sector in the Gulf Cooperation Council (GCC) countries is projected to grow by 4.39% from 2024 to 2028 with anticipated revenue reaching 3.67 billion AED this year. This growth is fueled by several factors such as an increasing population, a surge in tourism and evolving consumer preferences.

The FnB industry in the GCC is increasingly influenced by innovations in food technology and evolved tastes that are also reshaping consumer experiences.

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

## Introducing FashionTV F&B Businesses

FashionTV F&B franchising is poised to make a significant impact in the Gulf countries by blending luxury dining experiences with the allure of high-end sophistication. The brand's unique concept combines gourmet cuisine with luxury aesthetics, appealing to the connoisseurs of the Gulf Nations who have high tastes.

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 F&B is set to redefine the culinary landscape in the Gulf, creating vibrant social hubs where luxury, lifestyle and food 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

## 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 FnB franchise business that caters to the elite's needs and preferences of the Gulf populations.

### MISSION:

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

### AIM:

To establish the most luxurious and refined FnB 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 FnB 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 luxury dining business.

### FRANCHISE INDUSTRY ATTRACTION

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

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



## Franchise Cost ( Individual Store )

FRANCHISE	COST
CAFE NON LIQUOR	200,000 AED
BAR	400,000 AED
LOUNGE	500,000 AED
NITE CLUB	600,000 AED
F HOUSE	750,000 AED



**PROCURE THE MASTER RIGHTS  
FOR FASHIONTV FOOD & BEVERAGES**

**@ 3 MILLION USD/ 10.1 MILLION AED ONLY**



**11.**

# 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.