







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 asatisfying experience to your customers.

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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.

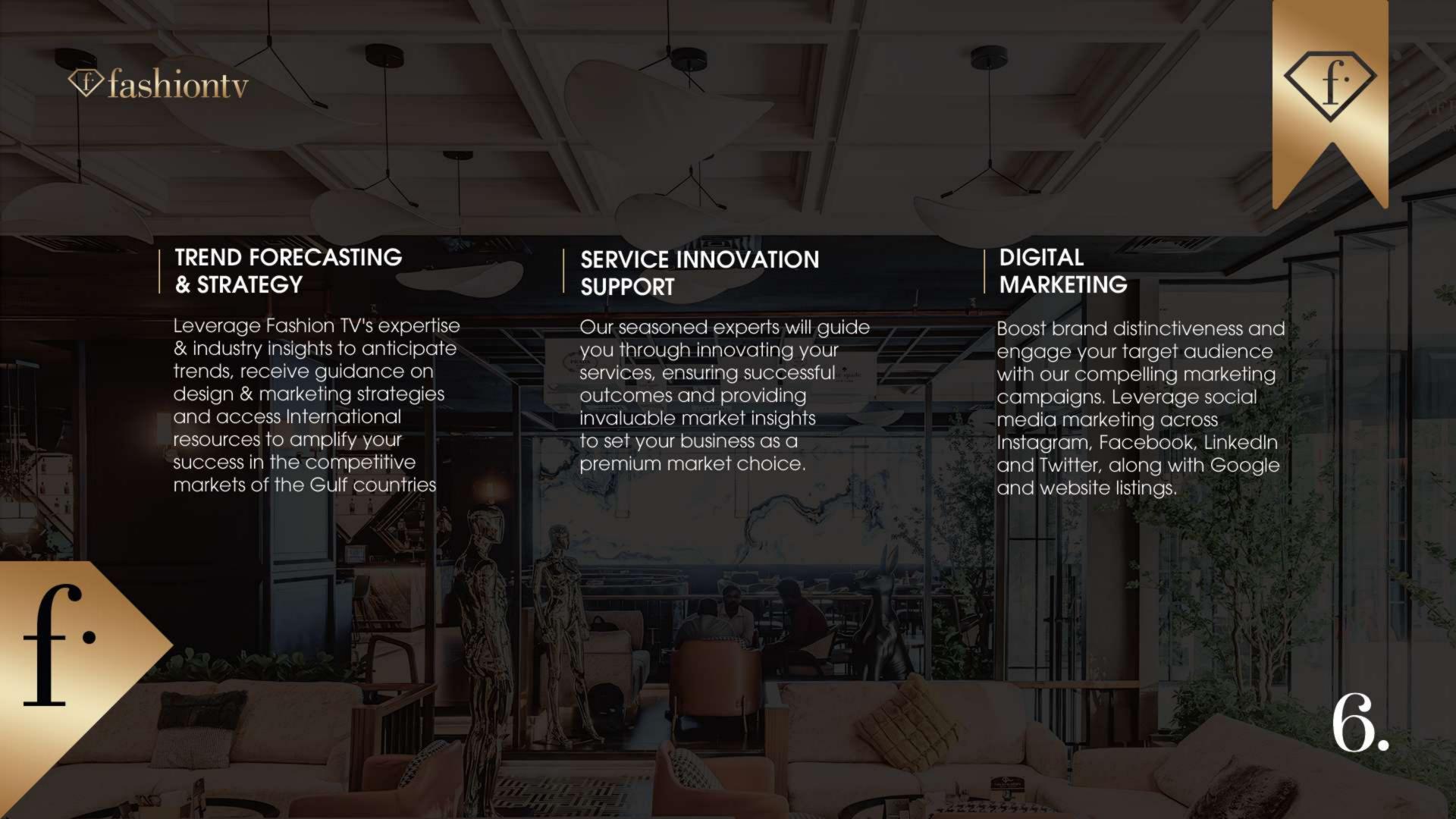
The Food and Beverage sector in the Gulf Cooperation Council (GCC) countries is projected to grow by 4.39% from 2024 to 2028 with anticipated revenue reaching 3.67 billion AED this year. This growth is fueled by several factors such as an increasing population, a surge in tourism and evolving consumer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







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VISION:

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

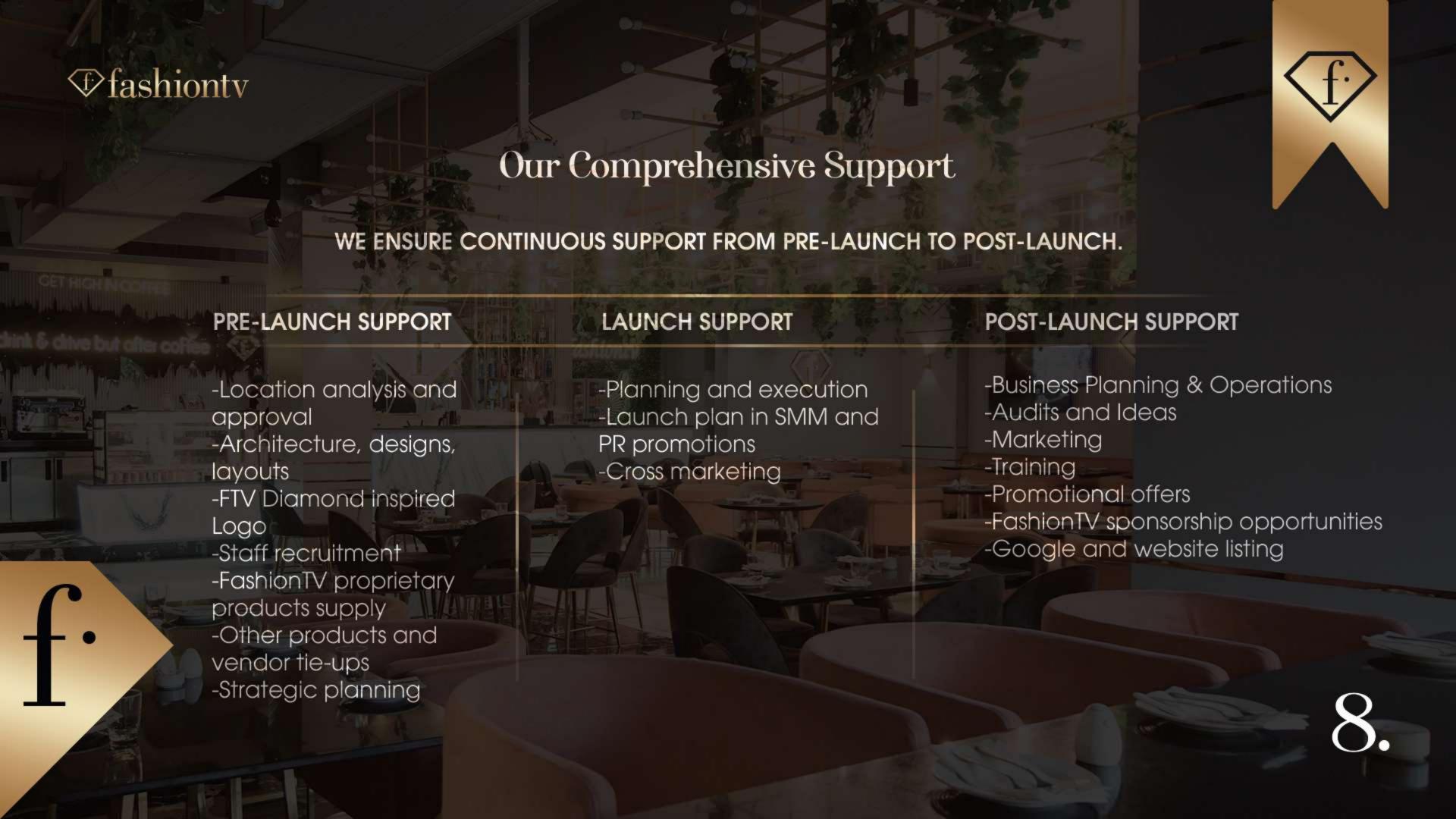
MISSION:

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.





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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
1000	







OUR BOARD





Michel Adam Lisowski
The Man Behind FashionTV

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.



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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.



