





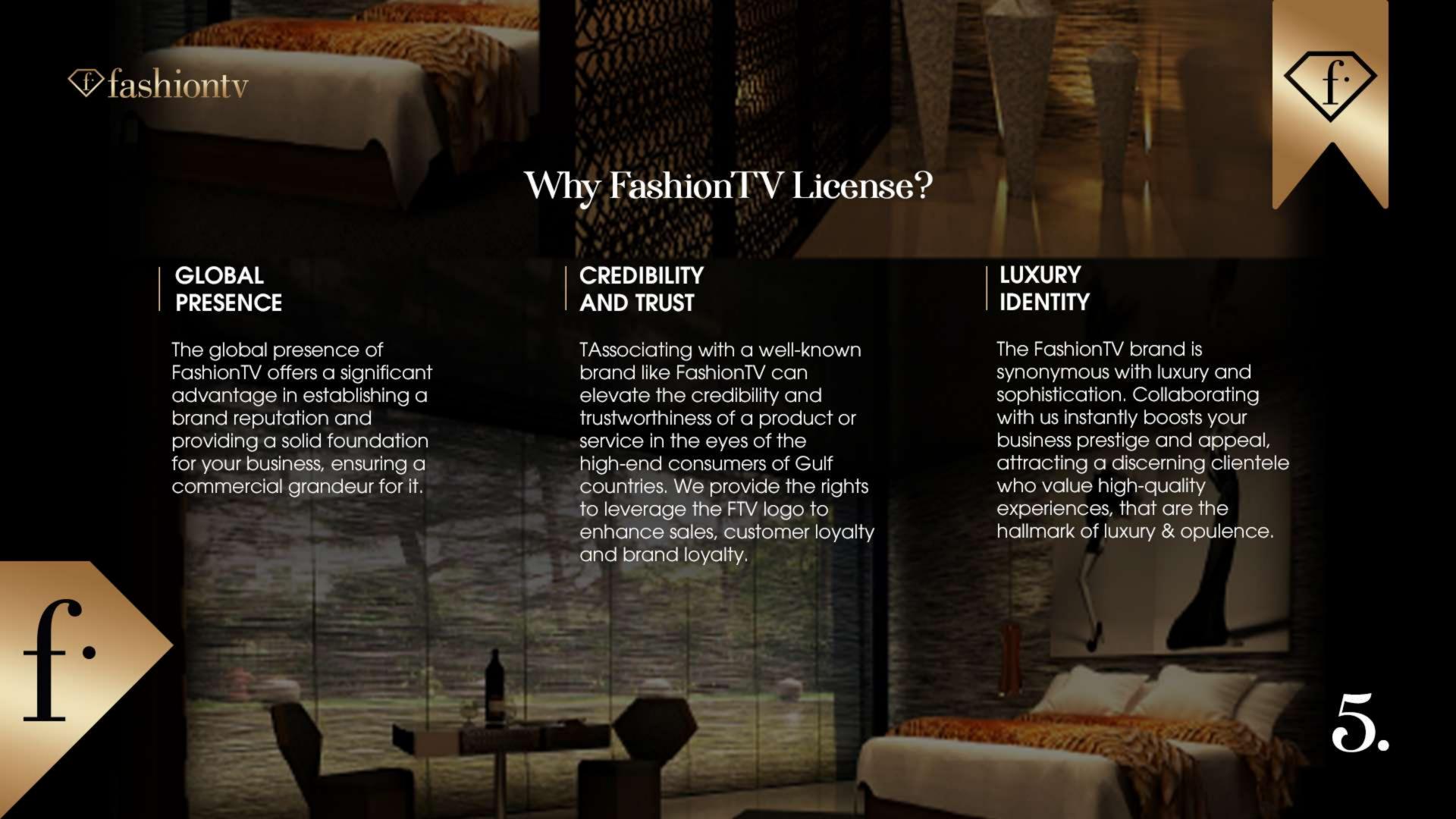


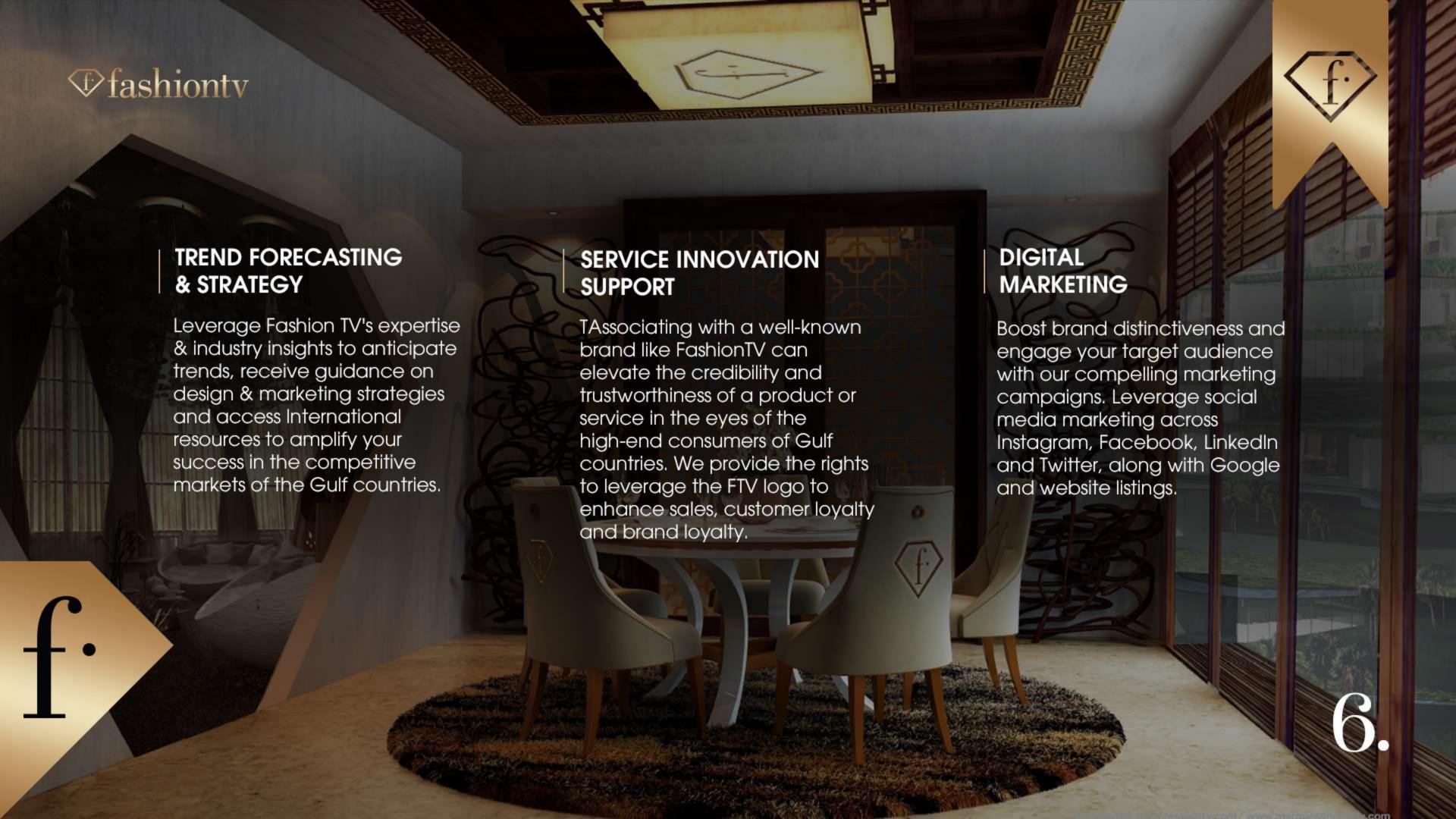
### Introducing FashionTV Luxury Real Estate Brand Licensing

FashionTV, the world's largest fashion and lifestyle media brand, has led the industry in luxury, fashion and lifestyle for the past 27 years. By diversifying into real estate through brand licensing, FashionTV offers a unique business proposition for ambitious entrepreneurs. With its global platform and international business recognition, FashionTV epitomizes excellence and represents a vision of luxury & lifestyle.

FashionTV provides an immense opportunity to tap into the unexplored horizons of the luxury real estate industry in the Gulf countries. FashionTV Real Estate offers property Brand Licensing across residential, commercial and hospitality sectors for the high-end connoisseurs of the Gulf Nations.

Leverage the Brand Prestige of FashionTV to consolidate your niche in the luxury real estate market segment of the Middle East.





#### **Fashionty**



### Our Philosophy

#### VISION:

To create the most luxurious real estate developments that caters to the elite's needs and preferences of the Gulf populations.

#### MISSION:

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

#### AIM:

To establish the most luxurious real estate landmarks in the Gulf countries, offering world-class style, cutting-edge amenities and a luxurious grandeur.









### Our Comprehensive Support

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

| PRE-LAUNCH SUPPORT  | LAUNCH SUPPORT   | POST-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 -Staff extensive training | -Planning and execution -Launch plan in SMM and PR promotions -Cross marketing | -Business Planning & Operations -Audits and Ideas -Marketing -Training -Promotional offers -FashionTV sponsorship opportunities -Google and website listing |

f.

#### **P**fashiontv



### BASIC LICENSE REQUIREMENTS

#### LOCATION

FashionTV Real Estate
landmarks 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 real estate business.

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

# LICENSE INDUSTRY ATTRACTION

All licensees must have attractions and likings towards the luxury real estate industry along with profound knowledge and expertise of the business.







## 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.



#### **P**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.



#### **P**fashiontv



