

FashionTV
REAL ESTATE
Brand Licensing

Inspiring Businesses With World-Class Luxury
and Grandeur since 1997

 fashiontv



 fashiontv

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 Brand licensing businesses.

We present a license opportunity to elevate your Real Estate Business to new heights, transforming it into the premier destination so that you can provide a satisfying experience to your customers.



2.

Explore A Rapid Escalation In The Luxury Real Estate Industry

The luxury residential real estate market in the United Arab Emirates is valued at 50.3 Billion AED for the current year. It is expected to achieve a compound annual growth rate (CAGR) of over 8% during the forecast period.

The luxury real estate landscape looks promising for the real estate investors & buyers alike with a strong emphasis on luxury, lifestyle and aesthetics. This strategic positioning will enable FashionTV Real Estate to redefine the realty paradigm in the Gulf countries and beyond.

The high-end population of the Gulf countries seeks world-class experiences in luxury properties with a strong emphasis on elegance & sophistication. By capitalising on these opportunities, real estate development opportunities can thrive in residential, commercial & hospitality sectors ensuring significant growth potential & diverse revenue streams.



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.



Why FashionTV License?

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 in the eyes of the high-end consumers of Gulf countries. 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

Associating with a well-known brand like FashionTV can elevate the credibility and trustworthiness of a product or service in the eyes of the high-end consumers of Gulf countries. We provide the rights to leverage the FTV logo to enhance sales, customer loyalty and brand loyalty.

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 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.



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

- 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 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 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.

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.

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

LICENSING FEES :

4 % OF THE PROJECT SALEABLE COST

F REAL ESTATE	7,500,000 AED
F RESIDENCES	7,500,000 AED
F VILLAS	7,500,000 AED
F FURNISHED APARTMENTS	2,000,000 AED
F HOTELS	2,000,000 AED
F RESORTS	7,500,000 AED
F COMMERCIAL SPACES	2,000,000 AED
F COWORKS	3,750,000 AED
F MALLS	3,750,000 AED
F OUTLET MALLS	2,000,000 AED
F HOUSE	2,000,000 AED

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.