



FTV SCHOOL OF FASHION DESIGNING

SCHOOL OF FASHION DESIGNE

SCHOOL OF FASHION DESIGN IN INDIA

- According to India Brand Equity Foundation (IBEF), the Indian apparel industry and textiles contributed 2.3% to the GDP of India, 13% to industrial production and 12% to export earnings. The current size of the Indian fashion industry is worth INR 1,000 crore, while the market size is to be INR 20,000 crore.
- There is a regular trend of forming international partnerships to initiate a new design institution. The success of these partnerships is an excellent benchmark for more such collaborations. The Indian government acknowledges the role of foreign universities in achieving its mission of transforming India into an higher educational hub.
- FTV School of Fashion Design bring our students the best in class education, which helps them stand out in the professional world. Our students benefit from the experience and expertise of top fashion luminaries and brands from the industry dossier.



SCHOOL OF FASHION DESIGN IN INDIA

- FashionTV brings ingenious courses and curriculum for our future generation of fashion luminaries. FTV SOFD, is the pioneer institute of fashion design education in the country and has been at the forefront of providing a professional resource to the textile and apparel industry.
- Pioneers of Fashion trends, the FTV SOFD India offers international exposure and the best-in-class education that every aspiring designer imagines about it. We inspire millions of aspiring fashion designers to believe in themselves and work to achieve their ambitions.
- Fashion design help transform the way we perceive things and result in new economic opportunities associated with a better standard of living. FTV SOFD, has served as a wisdom provider in the design domain, development and positioning of handlooms and handicrafts.
- Grab the golden opportunity to be the disciple of the world's largest Fashion and Lifestyle media brand.



FTV SCHOOL OF FASHION DESIGN PHILOSOPHY

VISION

To provide a chance for talented students who are enthusiastic and motivated to learn from FTV pioneers to transform their careers.

MISSION

To become India's prominent influence on world-class fashion design training schools. It will set a benchmark for its gloriousness and spectacle in the industry.

AIM

We want to reinvent and focus on providing students and designers with opportunities to connect successfully with global brands.



FTV SCHOOL OF FASHION DESIGN COURSES

DEGREE COURSES

- Apparel manufacturing technology
- Fashion communication
- Advance pattern making
- Constructions of women's wear
- Design illustration
- Computer aided design
- Retails marketing & merchandising
- Knitwear design technology
- Constructions of men's wear.



FTV SCHOOL OF FASHION DESIGN COURSES

DIPLOMA COURSES

- Fashion designing
- Fashion accessory
- Fashion illustration
- Fashion ornamentation
- Textile science
- Product specifications
- Pattern making and garment construction
- Computer aided design
- Fashion merchandising & marketing



WHY FRANCHISE WITH FTV ?

ASIDE FROM BEING THE LARGEST FASHIONTV NETWORK, THE REASONS ARE MANY BUT SOME OF THEM ARE:

- 12 Channels of 24 hrs dedicated to Fashion & Lifestyle channels.
- 23 GLORIOUS YEARS of success.
- UHD 4K and 8K 24 hours channels.
- Available on leading OTT platforms all over the world.
- 100 PLUS HOURS of new fashion and lifestyle content every week.
- 2 BILLION WORLDWIDE Viewers.
- Available on 250+ Global Cable Satellites.
- Presence in 193+ COUNTRIES.
- Reaching 500 Million + Households.



SOME FASHIONTV KEY FACTS

- Viewed on 10 million public TV sets.
- 5M website visits every month
- FashionTV app has over 500K subscribers & 35K installations per month.
- The fashionTV.com has an average 500,000 monthly visits.
- The video platform DailyMotion has an average of 500,000 monthly views.



USP OF FASHIONTV

Massive Profits

360 degree support

Brand Equity Leverage

Strong Industry Linkages

Global Presence

Exhilarating Events

Ubiquitous Promotions



USP OF FASHIONTV

8K VIDEO WALL FASHION SHOWS AND VJ DURING THE EVENT.

- Projections of FashionTV shows by top designers.
- 3D FashionTV “floor”, stunning luxury fashion animations.
- Live FashionTV channel with shows from across the globe.
- Promotional videos of FashionTV parties from across the world.
- Promotional content through celebrities.
- Endorsing the brand from across the globe.
- FashionTV unique diamond inspired design.
- FashionTV upholstery, stage design, FashionTV banners, FashionTV podium, FashionTV ramp, FashionTV lighting, FashionTV stalls, FashionTV flyers/printouts.

SPECIAL EVENTS

A special runway will placed at all events.

Top notch models ramp walking in state-of-the art fashion proprietary products (beverages, apparels, cosmetics, accessories, art jewellery, eyewear, footwear, bags).



USP OF FASHIONTV

**FASHIONTV PROPRIETARY PRODUCTS.
FTV BRANDED MERCHANDISE:**

FashionTV beverages

FashionTV apparels

FashionTV lingerie

FashionTV cosmetics

FashionTV accessories

FashionTV art jewellery

FashionTV eyewear

FashionTV footwear

FashionTV bags and more !!



SOCIAL ENGAGEMENTS STATISTICS

- 150 new stories (Facebook)
- 200 new stories (Instagram)
- 50 new stories (Twitter)



More than 300 new stories per day!

- 65M views on FTV youtube channel.
- 90M subscribers per month on the channel.
- Facebook garners over 4.5M likes and 12M views.
- The number of followers on instagram is over 300K and 125K is organic reach.

Due to FashionTV 's brand popularity and social media engagement from our beloved customers and influencers all the platforms are engaged from every locations.





SOCIAL MEDIA MARKETING



FACEBOOK



INSTAGRAM



TWITTER



LINKEDIN



YOUTUBE



SOCIAL ENGAGEMENTS



INSTAGRAM UPLOADS



FACEBOOK CHECK-INS



TWITTER POSTINGS



LINKEDIN POSTS



FACEBOOK UPLOADS



YOUTUBE VIDEOS



INSTAGRAM CHECK-INS



GOOGLE ADS

SPONSORED LOCAL LISTINGS

- Facebook Local
- GOOGLE LOCAL
- GPS based ADs
- Facebook ads post and likes campaign
- Google ads words campaign
- Instagram Ad and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video BOOST



 fashiontv

FASHIONTV 360 DEGREE FRANCHISE SUPPORT

PRE-OPENING SUPPORT:

- Location Analysis and approval.
- Architect, Designs, Layout, Etc.
- Diamond Inspired Designs (Walls, Ceilings, Furniture, etc.)
- 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 OPENING SUPPORT

- Audits and Ideas
- Promotional offers
- FashionTV sponsorship opportunities
- Google and website listing

FTV FRANCHISE BENEFITS

- Association with the World's LARGEST Fashion and lifestyle media brand with a strong presence in 196+ countries and 2 billion viewers worldwide.
- Great Business Opportunity with GREATER Returns.
- Develop a huge fruitful circle of a business network.
- Become a leader in fashion and lifestyle industries in your city cream society.
- Get to be the next VIP jet setter being on the VIP list of every exhilarating event in your city.
- Get to use the FTV visiting card as your power currency.

FTV SOFD BASIC REQUIREMENT

AAA LOCATION

FTV SOFD must be in the metropolitan and exuberant location of the city, where it can reach out to the fashion-conscious segment in the town.

STRONG FINANCIAL BACKINGS.

All franchises must render strong financial backing to ensure business success.

FRANCHISE INDUSTRY ATTRACTION.

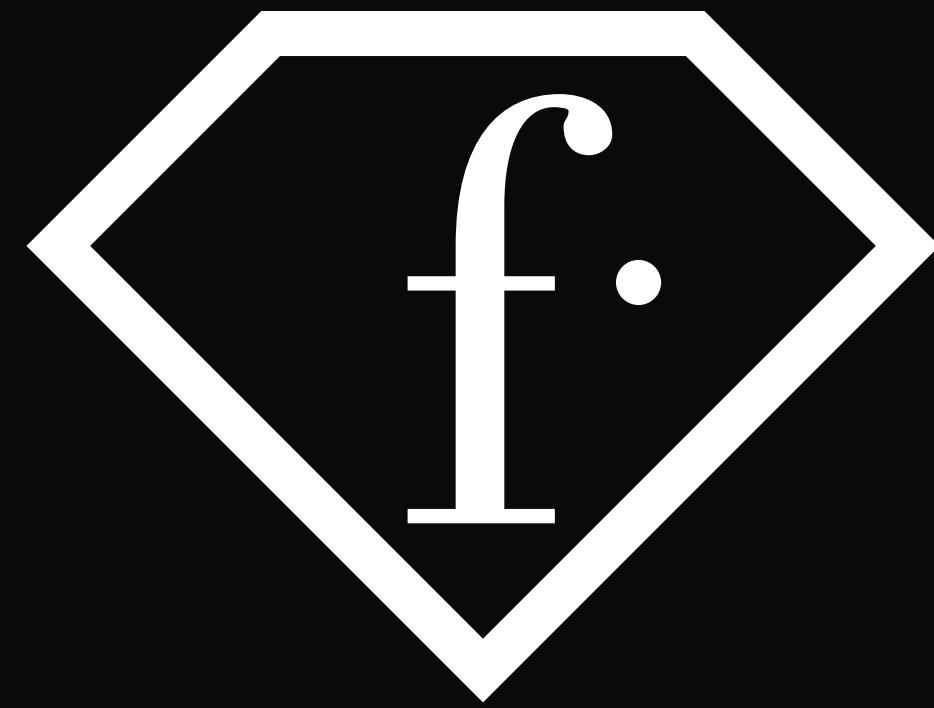
All franchises must have attractions and likings towards the fashion design industry with a zeal to discover, explore and strive to succeed.

STRONG DESIRE TO BE MORE:

Rich, Famous, and Successful.

FTV SOFD FRANCHISE FINANCIALS

MODULE	INSTITUTE	SCHOOL	UNIVERCITY
FRANCHISE FEE	25 LAKH	50 LAKH	75 LAKH
AREA UPTO	5,000 SQ.FT	15,000 SQ.FT	25,000 SQ.FT
INVESTMENT	1.25 CR	2 CR	2.75 CR
ROI	75-80 %	75-80 %	75-80 %
ROYALTY	20%	20%	20%
ARCHITECT FEE	200 SQ.FT	200 SQ.FT	200 SQ.FT



SOFD