

I love  fashion

I LOVE FASHION  
MERCHANDISE COLLECTIONS  
& STORE CONCEPT

# INTRODUCTION

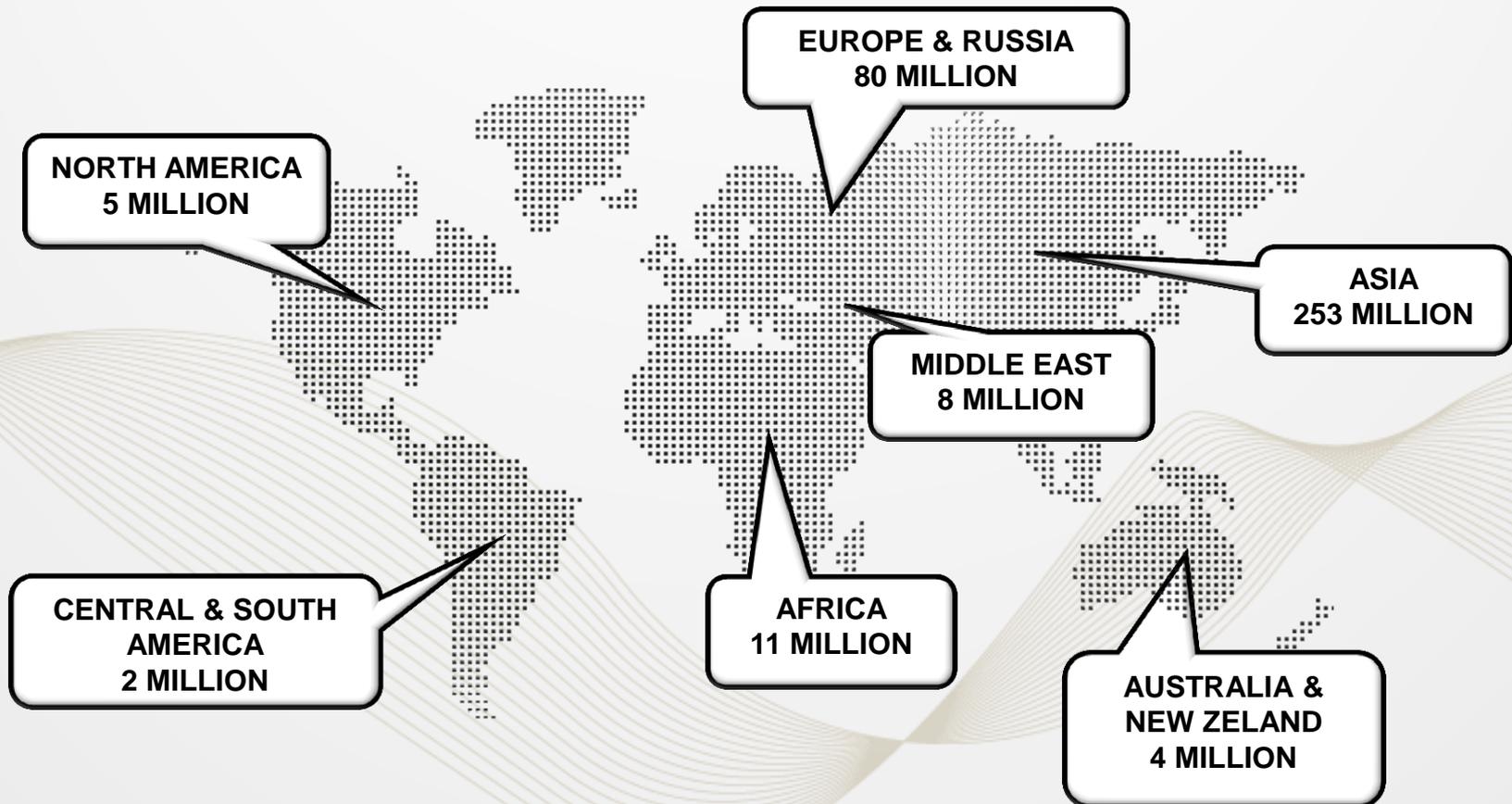
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- ◆ FashionTV is the biggest fashion medium in the world. As the only global 24/7 TV station focused exclusively on fashion, beauty, trends and style, FTV broadcasts the latest news & information to over 350 million households and 7 million public places worldwide. Recognized as one of the most influential and renowned media brands in the fashion industry, it is not surprising that FashionTV has developed its own successful line of branded merchandise and a chain of retail stores.
- ◆ FashionTV is more than a channel, it is a lifestyle. The community of FTV viewers is considered the most luxurious, glamorous and fashion-oriented target group among all media consumers, who not only love to watch the fashionable lifestyle on TV, but they also enjoy living it. As a result, FashionTV products and high-profile events are increasingly popular and sought-after by millions of fans around the world.



◆ FashionTV is watched and adored by audiences across the globe, reaching the highest popularity among the viewers in Asia, Middle East and Eastern Europe

## Households Reached by FashionTV



# FashionTV BRAND AWARENESS I love ashion

## FashionTV – ONE OF THE MOST INFLUENTIAL FASHION MEDIA BRANDS

- ◆ The “FashionTV” brand with its exceptional awareness is one of the most recognized fashion media brands.
- ◆ During its 15 years of existence, FashionTV has inspired an entire generation of young viewers that grew up watching it since their teenage years. The FTV brand will always stay in the minds of Generation Y as a symbol for fashion, elegance, jet-set and modern lifestyle.
- ◆ With its famous **DIAMOND** shaped logo and an inimitable look & feel, the FTV brand is easily identified by millions of consumers around the world. After over a decade of entertaining its viewers, now is the time, when the FTV brand reaches its **strongest popularity** among a broad target market, spanning **multiple generations** and various socio-economic categories.



# FashionTV BRAND ESSENCE

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“EVERYTHING THAT HAPPENS IN THE WORLD OF FASHION AND TRENDS HAPPENS ON FTV”

- ◇ Naturally, the major benefit of FTV brand is its use as a selling aid, thanks to the “FashionTV effect”. Whether affixed to a dress or an item of jewellery, a T-shirt, watch or a handbag, the brand provides an opportunity for instant recognition and identification with its inspirational lifestyle. And this is where the magic of the “FashionTV” brand truly lies: **IT IS A BRAND THAT BUILDS BRANDS.**



# I LOVE FASHION COLLECTIONS

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- ◆ In order to reach and satisfy the entire FashionTV fan base, spanning from young to mature adults, I Love Fashion collections are positioned as „AFFORDABLE LUXURY“. Our brand promise is to be fashionably classic, offering affordable luxuries. This strategy allows us to meet the demand of nowadays consumer, who is requiring higher quality products without the added cost. Price points are similar to the fashion lines of Guess, D&G, Just Cavalli, Armani Exchange, Miss Sixty, Bebe, Pepe Jeans, etc.

SIMPLY A WORLD CLASS FASHION... BUT ACCESSIBLE TO MANY...

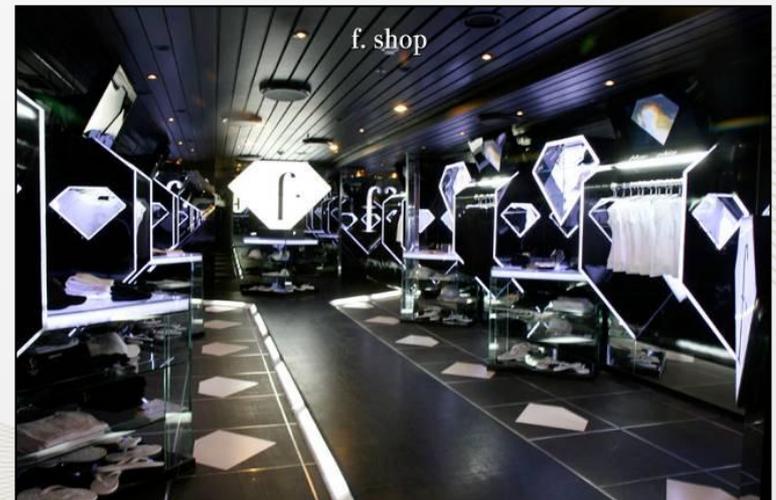
- ◆ Fashion TV works with licensees and designers to manufacture, and develop high quality fashion collections sold in retail stores across the globe, in various online stores and in the flagship stores. Collections offer both male and female designed fashion, including ready to wear, underwear, beachwear, footwear, eyewear, jewelry, watches, perfumes, travel accessories, etc.
- ◆ I Love Fashion line is always fashion-forward representing modern and timeless. The line offers FTV fans and consumers even more choice when it comes to updating their wardrobes with eye-catching, fun and casually elegant pieces.



# I LOVE FASHION STORE

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- ◇ As the popularity of branded FTV clothing grew, FTV implemented the I Love Fashion Store Concept in cooperation with licensing partners, providing a retail platform for I Love Fashion merchandising products.
- ◇ I Love Fashion store is designed based on workflows and guidelines for the corporate design. FashionTV delivers the whole equipment and decoration with integrated TV screens to spread the atmosphere of FashionTV. FashionTV supports the action of the I Love Fashion stores “on air” and “on-line”. The store layout is planned so that enough space is available for fashion shows and social events.
- ◇ The idea is to create not only an I Love Fashion store, but also to integrate a bar area for people to relax. This could be a F·Vodka bar, resp. a F·Champagne bar, also offering refreshing drinks from F·Beverages line such as f·18, f·88, f·Vodka and FASHION Luxury Spring Water.



## “I Love Fashion” Retail

◆ In the table below are shown the existing stores and the stores that are opening till the end of 2011 and in 2012. The figures for upcoming stores

Country	Contract Status	Total of f-Fashion store
Manufactures	Signed Active	Thailand, China, Turkey, Indonesia
Dubai	Signed Active: 07.03.2011	35 within 10 years starting from 2011 <ul style="list-style-type: none"> <li>• 1st contractual year: Total 1</li> <li>• 2nd contractual year: Total 5</li> <li>• 3rd contractual year: Total 11</li> <li>• 4th contractual year: Total 17</li> <li>• 5th contractual year: Total 23</li> <li>• 6th contractual year: Total 28</li> <li>• 7th contractual year: Total 30</li> <li>• 8th contractual year: Total 33</li> <li>• 9th Contractual year: Total 35</li> </ul>
Indonesia	Signed Active: 04.08.2010	1 (01.04.2011)
Thailand	Signed Active: 01.10.2009	Current: 70 Upcoming 2012: 100
Turkey	Signed Active: 22.11.2010	Current: 3
China	Signed Active: 17.09.2010	Current: 4 Upcoming 2012: 50
Middle East, North Africa, UAE, Kuwait etc.	Signed Active: 07.03.2011	Upcoming (within 10 years): 35
Total (current)		112

## “I Love Fashion” Sourcing

- ◆ Retailer can select the manufacture from existing one (Turkey, Thailand, China, Indonesia), as well as use collections of all manufactures or few of them.



## “I Love Fashion” Design and Development

- ◆ Presently each manufacture and retail group in **China, Thailand, Turkey, Indonesia** have their own design teams including Italian, French, American, Japanese, Chinese, and Indonesian designers
- ◆ **FTV cooperates with local designers** and provides logos and guidelines for the collections
- ◆ **Four collections** are produced per year including **knit, woolen items, accessorizes, underwear, bags, shoes, watches, sunglasses**
- ◆ **300 items** are included in each collection
- ◆ We serving all range and **full sizes**
- ◆ **Men collection** for 2012 will start with 100 items
- ◆ **Collection for age 6-15** is planned to be produced in 2012
- ◆ **Collection of luggages** is planned to be produced in 2012
- ◆ **Collection of perfume and cosmetics** is planned to be produced in 2012

# LICENSEE GUIDELINES

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## BUSINESS MODEL – I Love Fashion Store

- ◆ License Agreements incorporate a revenue share model on a Minimum Guarantee basis. Licenses are exclusive and available on territorial limitations.

## REPORTING

- ◆ Licensors reports all pre and post production activities to FTV, including marketing plans and business plans, prior to the license launch. Licensor reports all distribution and retail activities to FTV on a monthly basis, detailing the production costs and the retail price.

## Standard Contract Term:

- ◆ 3 years, renewal upon negotiation FTV GRANTS THE RIGHT TO license the company trademarks on a limited term and regional limitations.
- ◆ For detailed information, please click [F Shop Agreement](#).

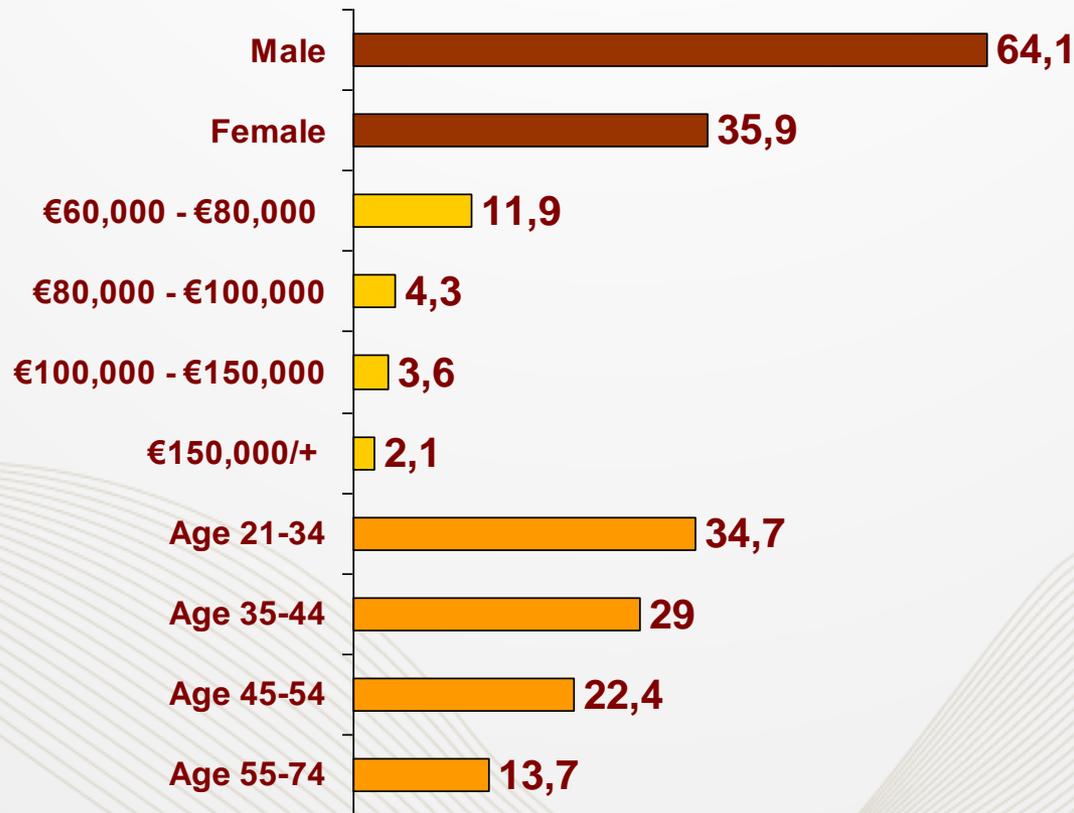
# FashionTV WOMAN

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- ◇ Approximately 36% of TV AUDIENCE are WOMEN. 41% of them are in the age of 21-34 with an above average monthly income. They like to purchase luxury and fashionable items, such as jewelry, watches, bags, and other accessories.
- ◇ Majority of ACTIVE (web) female audience are young girls in the age 13-24, seeking the latest news on fashion, beauty and style. This is one of the most sought-after consumer target groups purchasing a wide range of fashionable products, including tops, shirts, dresses, jeans, and accessories.
- ◇ FashionTV Woman is self confident, strong yet friendly, cultured, free, active, enjoys life to the fullest; knows the latest trends, but also has her very own unique style.
- ◇ Her attitude towards fashion is one that is reflected in all that she does, including her social life and spare time activities, as well as her interests. She possesses a worldly aesthetic vision and is the reference point for her peers.
- ◇ Fashion is a dominant element of her everyday life. She likes to buy clothes and is very interested in fashion trends. She likes to be well dressed and stand out in a crowd. She likes to try new things and is always interested in new products on the market.



## Fashion TV Viewers – Structure of audience All Respondents (21-74 year old)



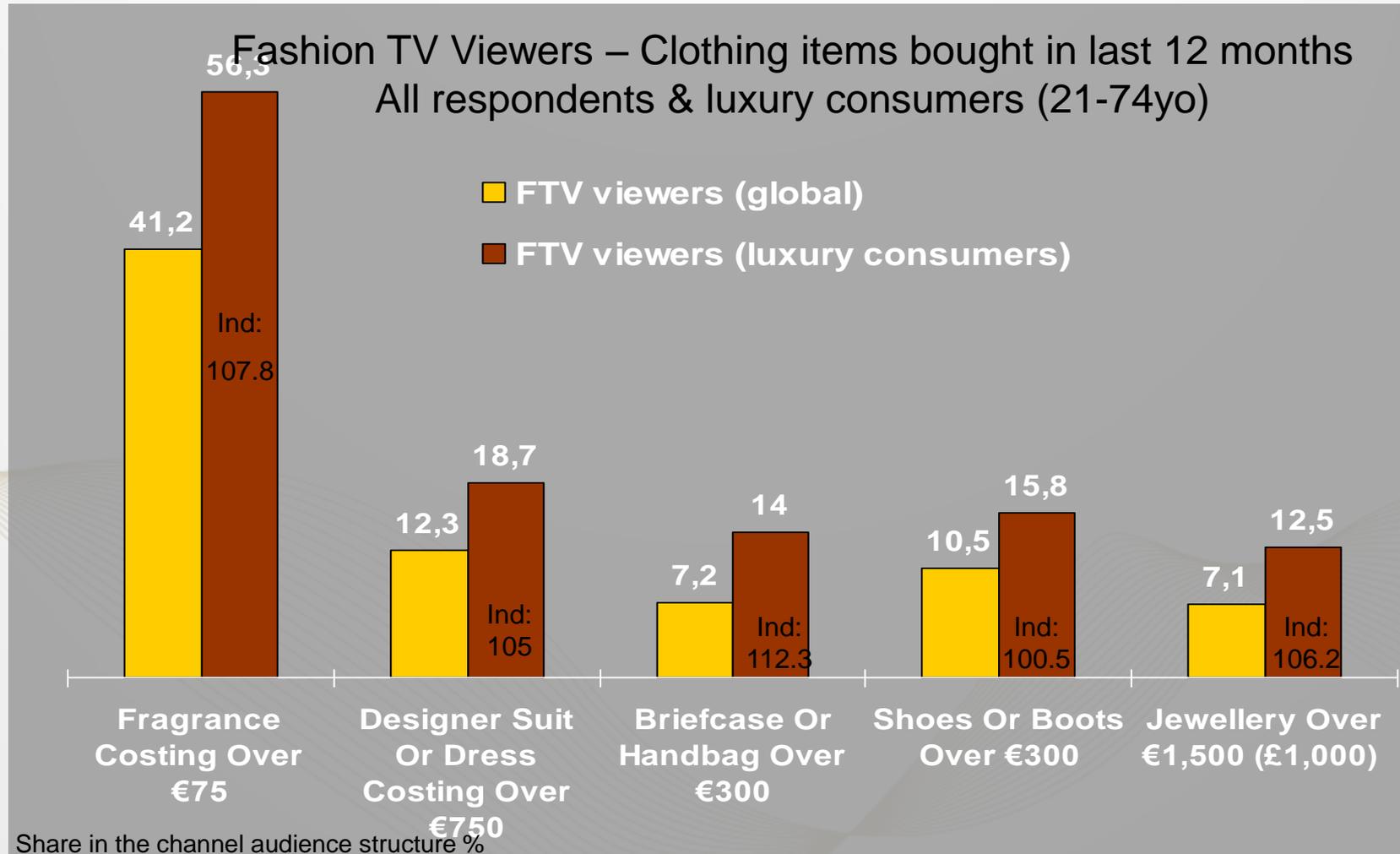
Source: EMS Winter 2010 (incl. CEMS)

Note: EMS is a survey conducted in 19 European countries, representing 40 million affluent Europeans age 21-74 living in the top 13% of households in each country

# SPENDING ON FASHION

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 FTV viewers like to spend on fashion & luxury items



Source: EMS 2010 (incl. CEMS)

# I LOVE FASHION WOMEN'S LINE I love ashion

 I Love Fashion women's line is directly inspired from the prêt-à-porter shows in Paris, Milan, London, New York and LA. The line includes the following collections:

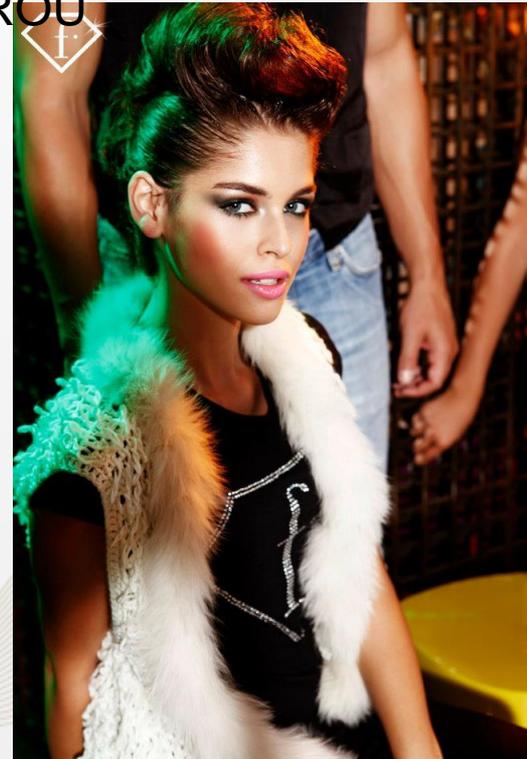
PUNK  
COUTURE

MUST HAVETAILOR MIX

WILD  
GLAMOROUS

WINTER

BAGS



# PUNK COUTURE COLLECTION I love ashion



# MUST HAVE COLLECTION

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# TAILOR MIX COLLECTION

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# WILD GLAMOROUS

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# SPORT COLLECTION

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# BAGS COLLECTION

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 Product categories: bags, purses, clutches, etc.



Bag  
Wholesale: 26 USD  
Retail: 86 USD



Bag  
Wholesale: 26 USD  
Retail: 86 USD



Bag  
Wholesale: 15 USD  
Retail: 83 USD

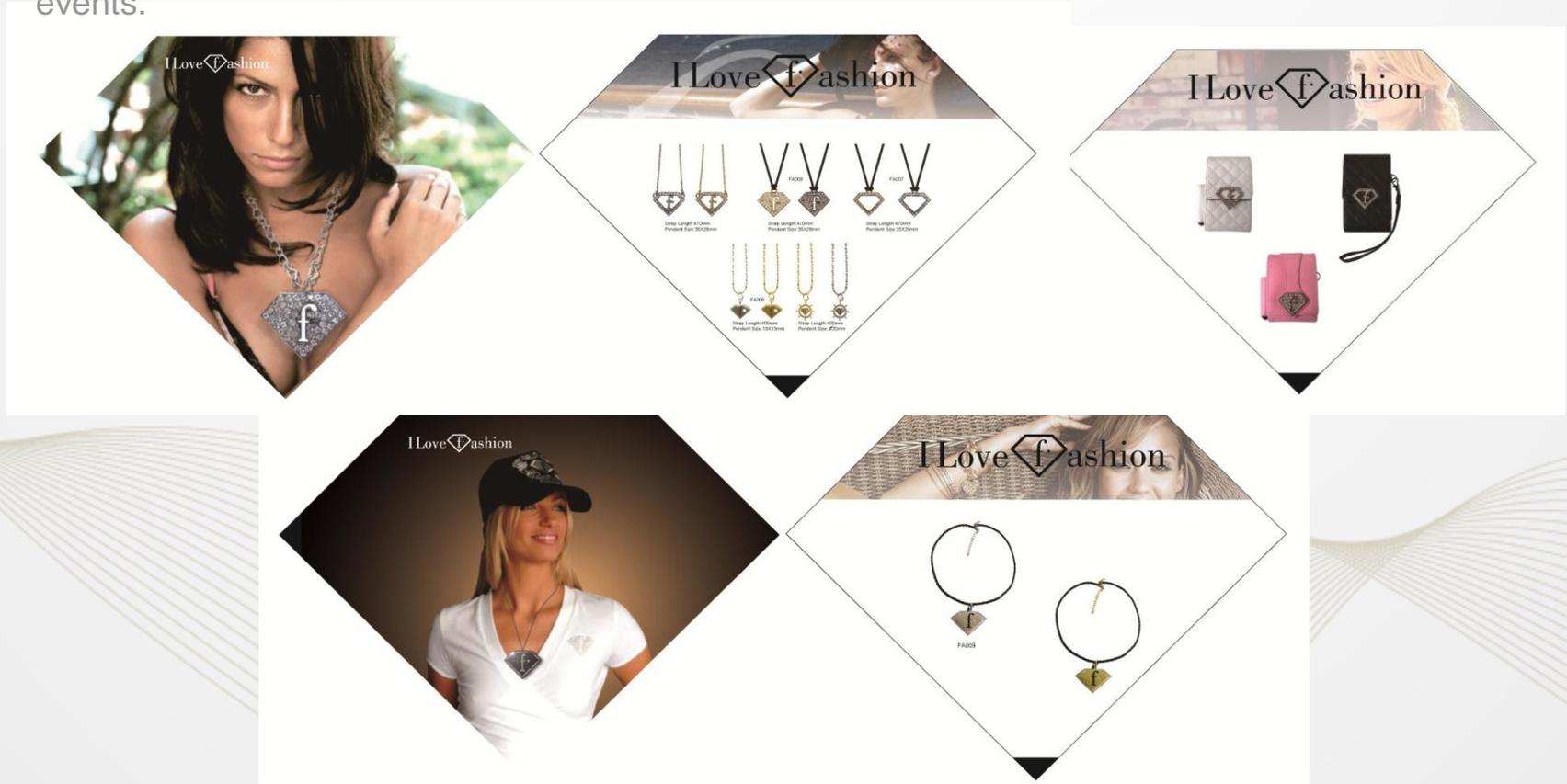


Bag  
Wholesale: 19 USD  
Retail: 93 USD

\*Prices in USD calculated based on conversion rate 1 USD=30 THB

# I LOVE FASHION ACCESSORIES I love ashion

- ◆ Accessories and jewelry are one of the most popular items of I Love Fashion line, and also the most ordered products online. Men and women love F. branded accessories, as they provide a sense of identity with the world's most popular fashion television, especially if worn at parties and fashion events.



# ACCESSORIES COLLECTION

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◆ Product categories: belts, scarves, hats, hair pieces, etc.



Patent Belt  
Wholesale: 5 USD  
Retail: 23USD



Scarf  
Wholesale: 7 USD  
Retail: 26 USD



Straw Hat  
Wholesale: 5 USD  
Retail: 16 USD



Head Band  
Wholesale: 14 USD  
Retail: 46 USD

\*Prices in USD calculated based on conversion rate 1 USD=30 THB

# JEWELRY COLLECTION

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 Product categories: charms, necklaces, bracelets, pins, earrings, etc.



Necklace  
Wholesale: 2 USD  
Retail: 23 USD



Red Pin  
Wholesale: 3 USD  
Retail: 13 USD



Pin  
Wholesale: 2 USD  
Retail: 13 USD



Charm  
Wholesale: 10 USD  
Retail: 33 USD

\*Prices in USD calculated based on conversion rate 1 USD=30 THB

# FCOUTURE BY MATINI



# I love ashion



◆ For more images, please see [f COUTURE by MATINI](#)

# FCOUTURE BY MATINI



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 For more images, please see [f COUTURE by MATINI](#)

# FCOUTURE BY MATIN



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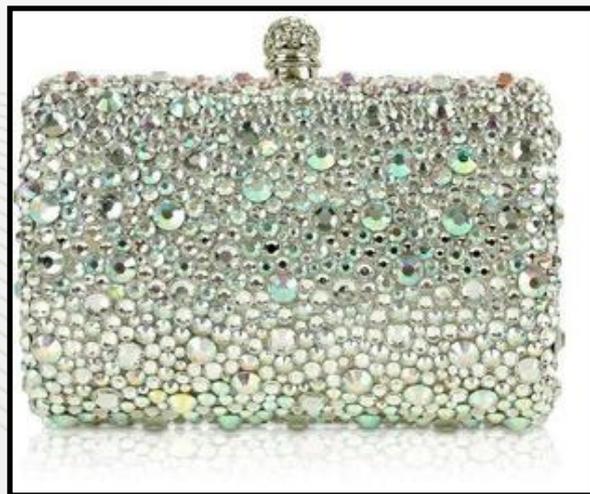


 For more images, please see [f COUTURE by MATINI](#)

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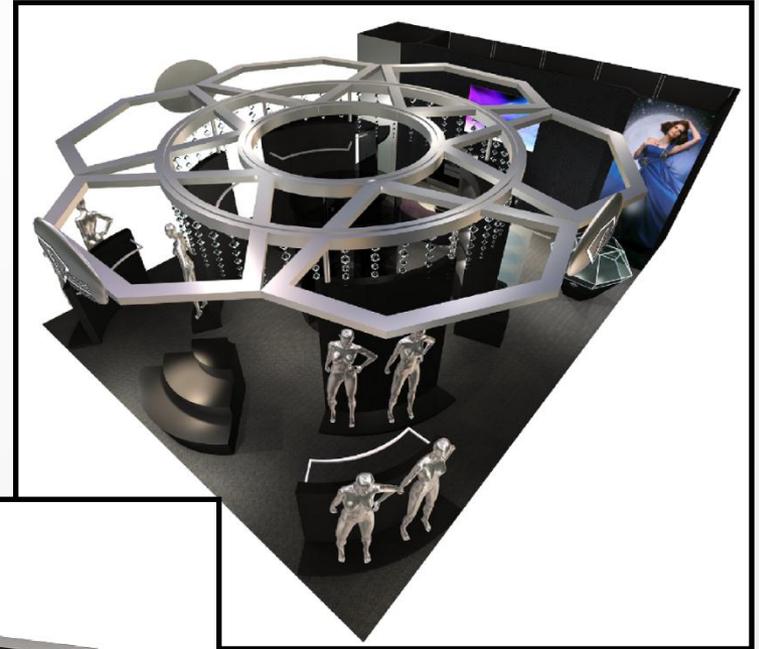
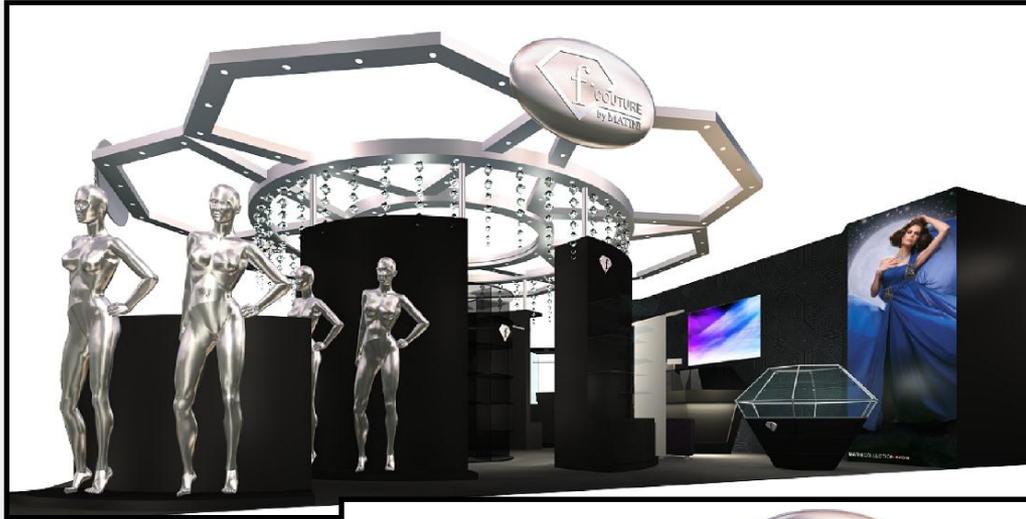


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◆ For more images, please see [f COUTURE by MATINI](#)

# I LOVE FASHION STORE DESIGN I love ashion



 For a complete concept store design, please see [I Love Fashion Concept Store Design](#).

# I LOVE FASHION FLAGSHIP STORE I love ashion



I love fashion store in Istanbul <http://www.youtube.com/watch?v=VcUBjxFHj-c&feature=youtu.be>

# I LOVE FASHION FLAGSHIP STORE I love ashion



# I LOVE FASHION FLAGSHIP STORE I love ashion



# F·DIAMOND STORE

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 For more images of FDiamond store, please see [FDiamond Photo Gallery](#).

# F STORE IN BULGARIA

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 For more images of I Love Fashion Bulgaria store, please see [I Love Fashion Bulgaria Photo Gallery](#).

CONTACT

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