



fashiontv

A BRAND THAT BUILDS BRANDS!



FashionTV, the biggest fashion medium in the world, 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. I Love Fashion collections are positioned as "AFFORDABLE LUXURY". Our brand promise is to be fashionably classic, offering affordable luxuries. Price points are similar to the fashion lines of Guess, D&G, Just Cavalli, Armani Exchange, Miss Sixty, Bebe, Pepe Jeans, etc.

With its famous DIAMOND shaped logo and an inimitable look & feel, the FTV brand is easily identified by millions of consumers around the world. 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. FashionTV supports the action of the I Love Fashion stores "on air" and "on-line".

Categories Available: Apparel, Accessories,
Home décor & furnishings, Entertainment &
Hospitality, Promotions.

Desired Licensee Profile:

- Enhance the goodwill and reputation of the brand
- Develops quality products to meet fan demand in the given territory
- Complies with the brand's requirements for product approvals
- Markets their product to achieve maximum potential sales
- Provides quarterly reports of sales and royalties and annual business plans

I LOVE FASHION – WORLD CLASS
FASHION... BUT ACCESSIBLE TO MANY!