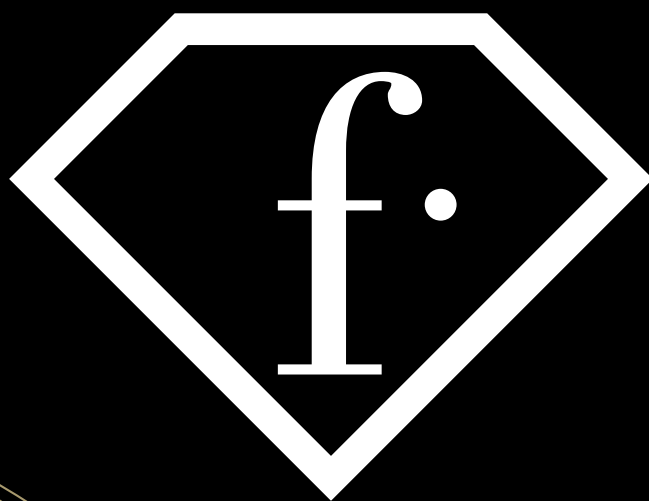
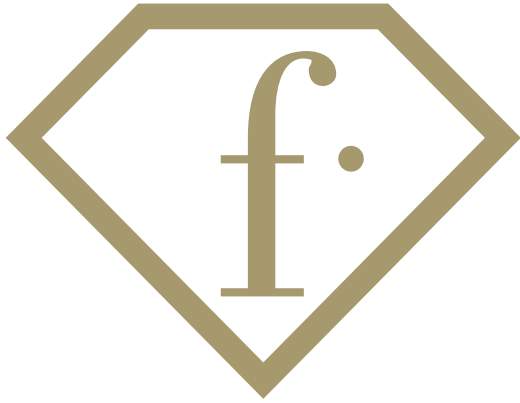


# FTV

## PARTY & EVENT GUIDE



WORLDWIDE  
*2014*



## Introduction

All the beautiful people, fashionistas, and happy fews from NYC to Moscow want to discover the magical world of **fashiontv**.

The **fashiontv** parties & events are now one of the most famous labeled parties in the world.

## fashiontv

**fashiontv** is the first fashion channel in the world.

440 million households in 205 countries and more than 7 million public places (bars, clubs, hotels, fashion stores ...)

**fashiontv** is the 4th most distributed channel in the world

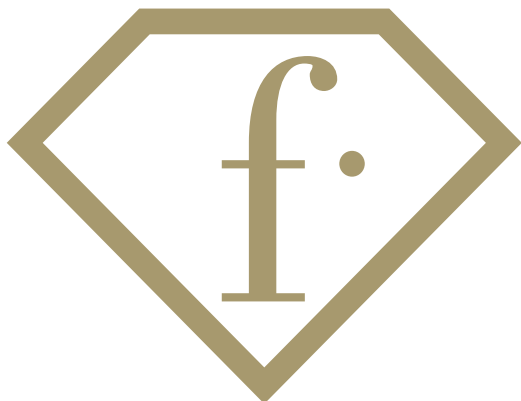
**fashiontv** is the Nr.1 fashion channel on youtube

### THE LEGENDARY FASHIONTV PARTIES

" People fighting to get in....many are on guest list, many are not just using their connections or charm to get in, not all do..." Michel Adam, President of **fashiontv**.

All the beautiful people & fashionistas in the world want to discover the magical world of **fashiontv**.





# PARTY & EVENT PACKAGES

COLLECTION 2014

fashiontv PARTIES & EVENTS WORLDWIDE

Please find all the details to organize in a proper way the legendary **FASHIONTV** Parties.

## FASHIONTV PARTY PACKAGE BENEFITS

**AIRTIME:** depending on the package

**MERCHANDISE:** 1 Merchandise Package which may include the following:

- 10 FTV T-Shirts or Caps
- 50 FTV Accessories (Wristbands, Phone Chains, Necklaces ...)
- 100 Skin Tattoos
- 1 F-Floor Memory Stick (featuring the Best F-Floor Clips of FashionTV)

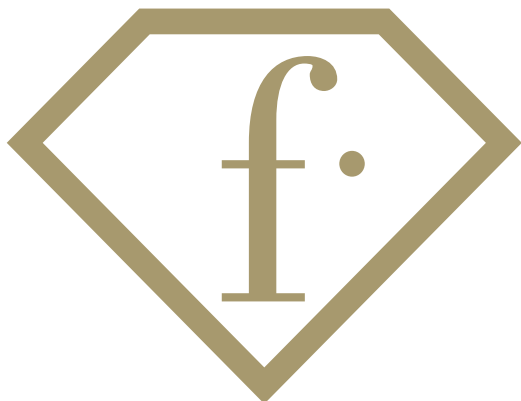
**NOTES:**

- a. FTV can change the quantity and type of merchandise from time to time with merchandise of similar value based on availability*
- b. Shipment will be arranged and paid by fashiontv (customs fees and import duties are the recipient's responsibility)*

**INVITATION:** The Client can use one of the templates provided by FTV or create their own invitation which needs our approval.

**CLIP:** The Client provides the edited clip of 1-2 min duration (according to the fashiontv rules & standards)

**PAYMENT:** Full payment in advance



# PARTY & EVENT PACKAGES

COLLECTION 2014

fashiontv PARTIES & EVENTS WORLDWIDE

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## SILVER PACKAGE – PRICE: 7.000 Euro

- ANNOUNCEMENT:** Notice and electronic flyer on [www.ftv.com/party](http://www.ftv.com/party) and on FTV's Facebook Event Calendar
- EXPOSURE:** Upload on Youtube fashiontv Channel ([youtube.com/fashiontv](http://youtube.com/fashiontv))  
No airtime included
- MERCHANDISE:** 1x Merchandise Package

## GOLD PACKAGE – PRICE: 12.000 Euro

- ANNOUNCEMENT:** Notice and electronic flyer on [www.ftv.com/party](http://www.ftv.com/party) and on FTV's Facebook Event Calendar
- EXPOSURE:** Upload on Youtube fashiontv Channel ([youtube.com/fashiontv](http://youtube.com/fashiontv))  
Event review on Facebook with photos ([facebook.com/FTV](http://facebook.com/FTV))  
15 min (on FTV Continental channel)
- MERCHANDISE:** 2x Merchandise Package

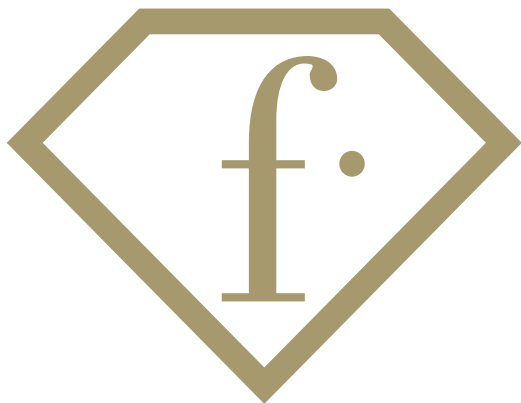
## DIAMOND PACKAGE – PRICE: 17.000 Euro

- ANNOUNCEMENT:** Notice and electronic flyer on [www.ftv.com/party](http://www.ftv.com/party) and on FTV's Facebook Event Calendar
- EXPOSURE:** Upload on Youtube fashiontv Channel ([youtube.com/fashiontv](http://youtube.com/fashiontv))  
Event review on Facebook with photos ([facebook.com/FTV](http://facebook.com/FTV))  
30 min (on FTV Continental channel)
- MERCHANDISE:** 3x Merchandise Package

## PLATINUM PACKAGE – PRICE: 25.000 Euro

- ANNOUNCEMENT:** Notice and electronic flyer on [www.ftv.com/party](http://www.ftv.com/party) and on FTV's Facebook Event Calendar
- EXPOSURE:** Upload on Youtube fashiontv Channel ([youtube.com/fashiontv](http://youtube.com/fashiontv))  
Facebook announcement with invitation posted on FTV's wall  
Event review on Facebook with photos ([facebook.com/FTV](http://facebook.com/FTV))  
45 min (on FTV Continental channel)
- MERCHANDISE:** 5x Merchandise Package





# PARTY PACKAGES

COLLECTION 2014

fashiontv PARTIES & EVENTS WORLDWIDE

Please find all the details to organize in a proper way the legendary **fashiontv** Parties.

## OPTIONS

### CAMERA:

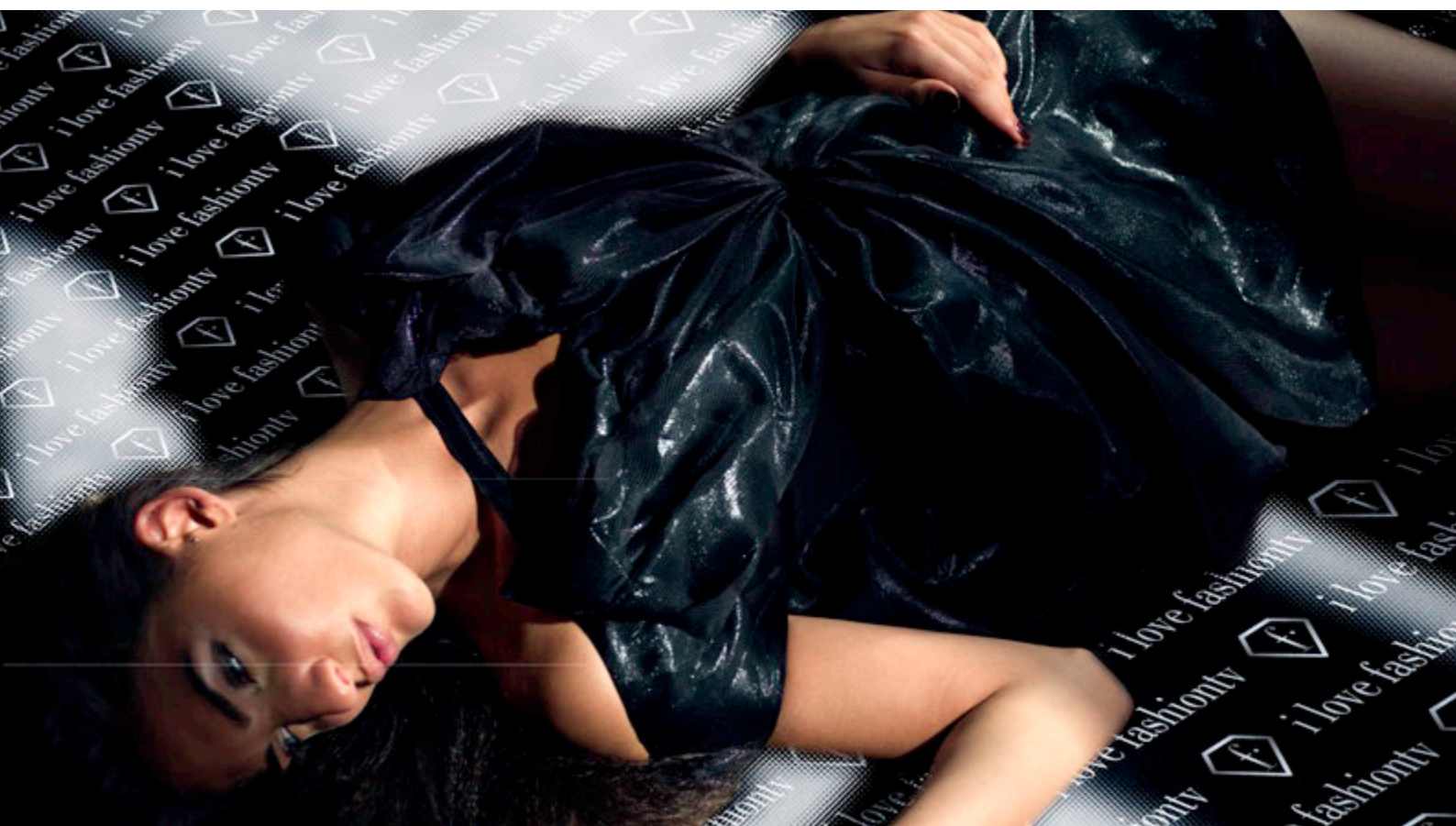
Costs on request (plus air tickets, hotel, local transport)  
To film the event in the typical “Look & Feel” of Fashion TV,  
edit and create clip, take the merchandise, advice on decoration, execution.

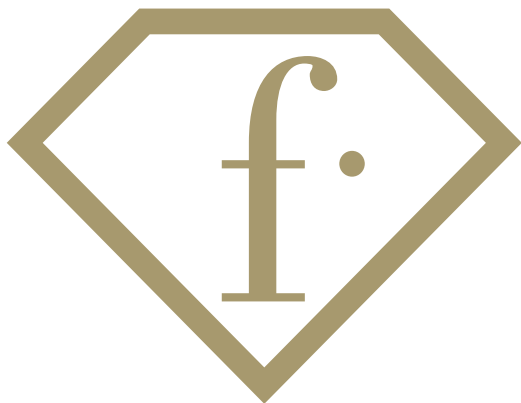
### FTV SUPERVISOR:

Costs on request (plus air tickets, hotel, local transport)  
Coordination of Camera Team, FTV Performers, take the merchandise, advice  
on decoration, execution.

### OTHER:

On request, FTV can book performers like DJs, Models, MC, Dancers, etc.  
In this case, the FTV Supervisor is mandatory.





F VODKA



VODKA  
LUXURY COLLECTION  
MICHEL ADAM

## ELIXIR OF FASHION

It's undeniable that fashion people love vodka.  
Found at every party or nightclub, vodka is the trendiest spirit of all.

F Vodka, a product of FashionTV, is dedicated to all people that love fashion.  
It is the drink of fashion – the Elixir of Fashion. For its many qualities, vodka is the preferred spirit among models and women. It is a great alcohol for mixing with a variety flavors, does not leave an aftertaste or a bad hangover, and has a minimum smell.

## THE LUXURY VODKA

Using only the best wheat and rye, and one of the most sophisticated distillation techniques for the production, F Vodka is a real luxury with a quality second to none. To emphasize this fact, we proudly call it “The Luxury Collection by Michel Adam”.

Latest printing techniques, reminding of glamorous embroidery and crystals on luxury fabrics, have been employed for the bottle production, as we feel that visual aspect of the packaging is equally important.

All the above elements, including the refined flavor, striking design, exceptional packaging, along with a fashionable marketing, can be summarized in nothing else but three words... Elixir of Fashion.

A must have for every F Party.







F 88  
ENERGY DRINK



LUXURY ENERGY DRINK

*f* 88

## f 88 Luxury Energy Drink

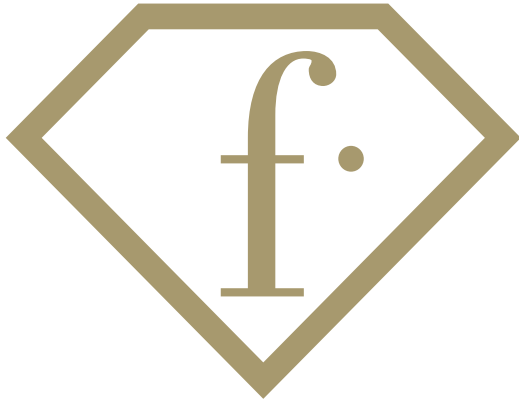
The idea to develop this new Energy Drink that would match the refined taste, pulsating vitality and glittering excitement that surrounds the world of FashionTV and its audiences around the world was for some time nurtured in the mind of Michel Adam, president and founder of FashionTV.

f 88 **Luxury Energy Drink** is based on an improved formula that it has been specially developed to provide an intense sustainable energy boost for those who lead active and vigorous lifestyles. It can be enjoyed by itself or as a mixer from morning to night, at work or pleasure, when partying or relaxing. It contains no artificial colours, flavours or preservatives and it can be enjoyed straight or as a mixer.

The overall design of f **Luxury Energy Drink** resembles the aesthetics of the “F Beverages” product family and brings out the glamour, elegance and at the same time the power and confidence necessary to communicate the quality of these **Luxury Energy Drinks**.

A **Luxury Energy Drink** developed for those with fashionable, sociable and cosmopolitan lifestyle. Enjoy chilled, straight or as a mixer, from morning to night, at work or pleasure, for energy and beauty, luxury and celebrity.





F 18  
ACAI DRINK



LUXURY ACAI ENERGY DRINK

f 18

## f 18 Luxury Acai Energy Drink

The f 18 **Luxury Acai Energy Drink** does not only contain all the functional benefits of a carefully formulated quality energy drink but due to the addition of the amazing purple Acai berry, it manages to offer extra refreshment and a natural crisp flavor that the Brazilians have been long enjoying and helped them to party, dance, and wake up again fresh and beautiful.

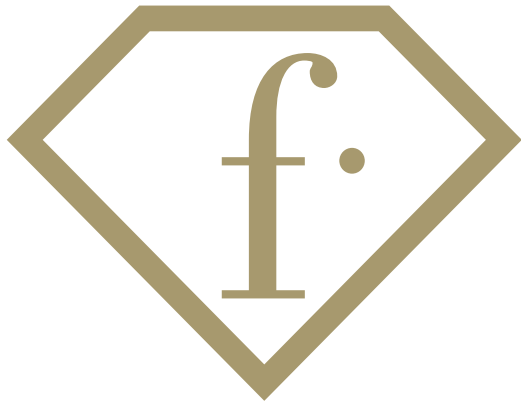
Great tasting and lightly carbonated, f 18's special formula increases performance, endurance and concentration by kicking up the energy level while tastes great by itself or as a mixer.

f 18 **Luxury Acai Energy Drink** is produced in Austria by a very reputable and specialist manufacturer using the best of ingredients and natural Austrian water. This guarantees the product's superior quality and up market status.

The overall design of f 18 **Luxury Acai Energy Drink** resembles the aesthetics of the "F Beverages" product family and brings out the glamour, elegance and at the same time the power and confidence necessary to communicate the quality of these Luxury Energy drinks.







## NEW FASHION DRINKS



FASHION AÇAÍ DRINK

f-16



FASHION BITTER LEMON DRINK

f-17



FASHION GREEN TEA DRINK

f-23



FASHION MANGO DRINK

f-66

Our **FASHION BEVERAGES** portfolio has been further enhanced with the addition of four new **FASHION DRINKS** for consumers who prefer lower levels of caffeine or who would like to avoid taurine.

**f 16 FASHION CRANBERRY** combines a low Caffeine content with the rich flavour of the tropics and acai, the magic fruit of the amazon, to release the body energy and lift senses.

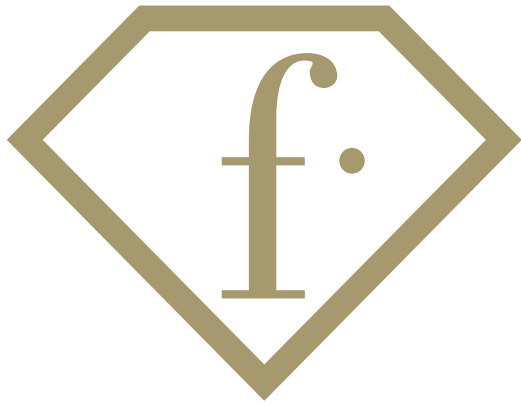
**f 17 FASHION BITTER LEMON** offers a unique and pleasant taste. It can be enjoyed by itself or as a mixer in popular cocktails, from morning till night, at work or leisure.

**f 23 FASHION GREEN TEA** offers a healthier yet exciting and energy boosting option. It's the trendy choice for those who desire a higher level of alertness, day and night.

**f 66 FASHION PASSION** reveals a mixture of mango and passion fruit. The luscious taste of the tropics is expertly blended to provide an exciting drink that can provide a deluxe natural lift any time. The perfect match for a healthier cosmopolitan lifestyle.

**f 21 FASHION TONIC** offers a unique and pleasant taste. It can be enjoyed by itself or as a mixer in popular cocktails, from morning till night, at work or leisure.





# FASHION CHAMPAGNE



FASHION CHAMPAGNE **Grand Cru** is made exclusively from Chardonnay grand Cru grapes from the Côte des Blancs and Pinot Noir Grand Cru grapes cultivated in Montagne de Reims. It has the style of the best Grand Cru Champagnes.

A wine with a light golden colour, fine and vivid bubbles. The nose is powerful and smart with flowery notes and fruity hints. The palate is smooth and well balanced, very pure.

## FASHION CHAMPAGNE **Grand Reserve**

This cuvee is produced from the best riverbank vineyards and is characterised as the Cinderella of our range of FASHION CHAMPAGNE.

A pale yellow colour and a bouquet of apple, peach and pear. In the mouth, the wine is balanced and interlaced with vinous aromas, supported by a good structure. It's delightfully lively and leaves a long finish and pleasant fruit flavours.





## FASHION PROSECCO

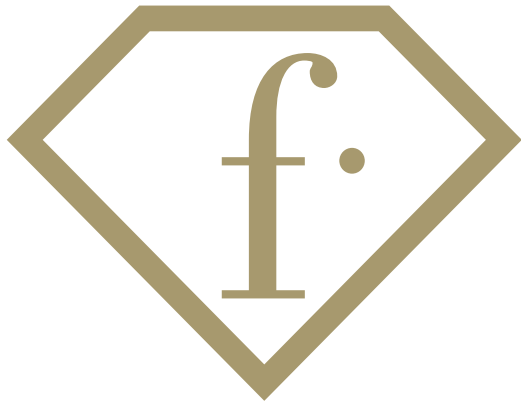


**FASHION PROSECCO Brut** is a lively, sparkling wine that is produced on our behalf by Italy's largest privately held wine company. It is a varietal wine that is made from the Prosecco grape, native to the veneto region. Is fresh and easy to have as an aperitif, or enjoy at a celebration or a party. Comes in a distinctive and stylish packaging. It's simple yet modern design makes it an all-occasion bubbly! Is for the fashionable, sociable, trendy and cosmopolitan.

Most commonly Prosecco is served unmixed but it can also be an excellent ingredient in several cocktails. It is a luxurious aperitif but can also be served throughout the meal - including dessert. Prosecco is enjoyed as a wine for every occasion as it adds an element of celebration to any gathering or party.







FASHION  
WATER



FASHION  
LUXURY SPRING  
WATER

In my search for the Elixir of Fashion,  
I found the most energizing crystal water in the mystic  
Alps of Austria, known to the Ancient Romans as the finest source in the world.  
The beautiful famous Austrian Empress Sissy, asked her husband, Emperor Franz Josef 1st  
to bring the water to the palaces in Vienna, allowing a selected few to drink it and dance  
to the latest Fashions of Mozart, Beethoven and Strauss.

Bottled directly for you from exclusive SPRING WATER source in AUSTRIAN ALPS,  
with CLEAREST AND PUREST WATER  
Fashion models, sports and film stars  
LOVE  
FASHION WATER

