

 fashiontv



# PARTY & EVENT GUIDE

WORLDWIDE 2016



## Introduction

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

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

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

500 million households in 195 countries and more than 7 million public places (bars, clubs, hotels, fashion stores ...)

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

### THE LEGENDARY FASHIONTV PARTIES

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

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





# FashionTV Party & Event Packages

## COLLECTION 2016 FASHIONTV PARTIES & EVENTS WORLDWIDE

Please find all details on how to organize the legendary fashiontv parties.

### FASHIONTV PARTY PACKAGE BENEFITS

**Airtime:** depending on the package

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

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

**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 (custom 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 requires our approval.

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

**Payment:** Full payment in advance



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### SILVER PACKAGE – PRICE: 7.000 Euro

ANNOUNCEMENT:	Notice and electronic flyer on <a href="http://www.ftv.com/party">www.ftv.com/party</a>
EXPOSURE:	Upload on FashionTV video channel ( <a href="http://www.ftv.com/videos">www.ftv.com/videos</a> ) No airtime included
MERCHANDISE:	1x Merchandise Package

### GOLD PACKAGE – PRICE: 12.000 Euro

ANNOUNCEMENT:	Notice and electronic flyer on <a href="http://www.ftv.com/party">www.ftv.com/party</a> and on FTV's Facebook Event Calendar
EXPOSURE:	Upload on FashionTV video channel ( <a href="http://www.ftv.com/videos">www.ftv.com/videos</a> ) Event review on Facebook with photos ( <a href="http://www.facebook.com/FTV">www.facebook.com/FTV</a> ) 15 min (on FTV Continental channel)
MERCHANDISE:	2x Merchandise Package

### DIAMOND PACKAGE – PRICE: 17.000 Euro

ANNOUNCEMENT:	Notice and electronic flyer on <a href="http://www.ftv.com/party">www.ftv.com/party</a> and on FTV's Facebook Event Calendar
EXPOSURE:	Upload on FashionTV video channel ( <a href="http://www.ftv.com/videos">www.ftv.com/videos</a> ) Event review on Facebook with photos ( <a href="http://www.facebook.com/FTV">www.facebook.com/FTV</a> ) 30 min (on FTV Continental channel)
MERCHANDISE:	3x Merchandise Package

### PLATINUM PACKAGE – PRICE: 25.000 Euro

ANNOUNCEMENT:	Notice and electronic flyer on <a href="http://www.ftv.com/party">www.ftv.com/party</a> and on FTV's Facebook Event Calendar
EXPOSURE:	Upload on FashionTV video channel ( <a href="http://www.ftv.com/videos">www.ftv.com/videos</a> ) Facebook announcement with invitation posted on FTV's wall Event review on Facebook with photos ( <a href="http://www.facebook.com/FTV">www.facebook.com/FTV</a> ) 45 min (on FTV Continental channel)
MERCHANDISE:	5x Merchandise Package



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Please find all details how to organize the legendary fashiontv parties.

### OPTIONS

#### CAMERA TEAM:

Costs on request (plus air tickets, hotel, local transport)  
To film the event in the "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.





# FashionTV New Media

## fashiontv – New Media Leader

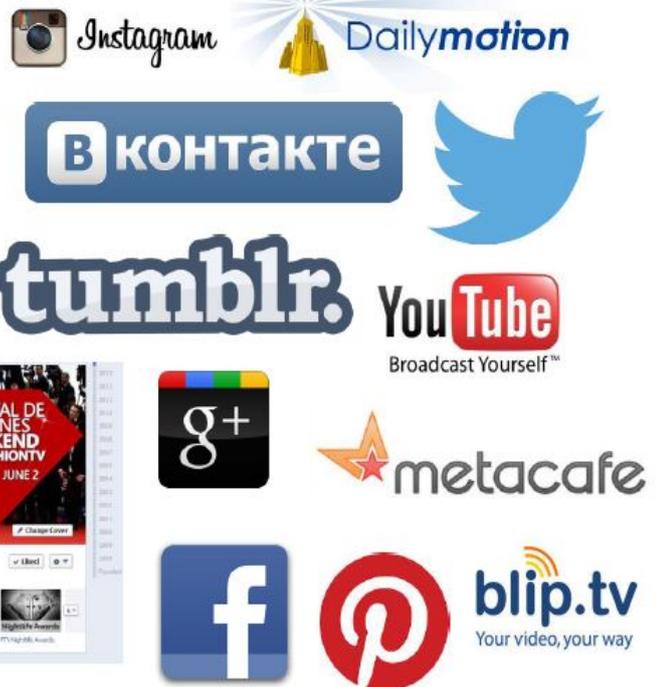
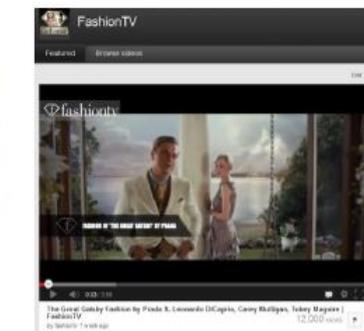
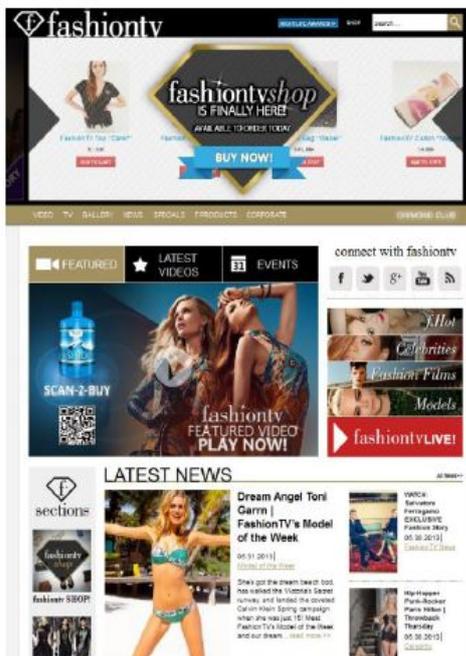
fashiontv is a leader and dominant force in the New Media world, with a highly trafficked and expansive digital reach that includes YouTube channels, a specially designed website (FashionTV.com), Facebook page (4 million fans) and many more social and video platforms.

## fashiontv on Facebook

fashiontv has a dedicated platform on Facebook in which content is distributed around the clock to nearly 4 million followers worldwide.

Featured brands receive invaluable exposure through our video features which reach an average of 1,2 million people every week.

Facebook allows for instant engagement and immediate global reach through our dedicated page.





# FashionTV Café & Bar

## Home of Fashion - fashiontv café & bar franchise

The **fashiontv café & bar** concept was established in 1994. It offers a franchise system, with fixed structures, workflows and guidelines for corporate interior and design.

Over 200.000 monthly customers worldwide, the team includes 409 qualified employees and managers. Key element is the 8K Video Wall showing projections of fashion shows by top designers, 3D Fashion “floor” with stunning fashion animations and our live fashiontv channel broadcast.

**fashiontv cafés & bars** can be found in Tel Aviv, Cairo, Bangkok, Abu Dhabi, Kuwait, Shanghai, Prague, Vienna.... and many more.

fashiontv franchisees are leaders in the world of fashion, luxury, models and nightlife. Welcome to fashiontv’s VIP community.





# MISS FTV AWARDS

## MISS FTV AWARDS – MODEL CONTEST

Since 14 years, FTV conducts the worlds most successful model contest under the brand “FTV Model Awards”.

**Miss FTV Model Award** winners have been seen in top fashion shows and photo shootings with the world’s best designers, top photographers and most exclusive fashion weeks.

Multiple shows build up to the main event. **Miss FTV Awards** can combine modeling, photo shooting, singing, dancing and acting into one performance, also featuring multimedia performances and celebrity juries.

**Miss FTV Awards** will take the model awards to the next level...





# F BEVERAGES

## 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 outstanding quality.

## F 88 & F 18 LUXURY ENERGY DRINKS

Specially developed to provide an intense sustainable energy boost for those who lead active and vigorous lifestyles.

## FASHION CHAMPAGNE Grand Cru & Grand Reserve

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. Fashion Champagne Grand Reserve is produced from the best riverbank vineyards and is characterised as the Cinderella of our range of FASHION CHAMPAGNE.

## FASHION PROSECCO

Fashiontv's Prosecco 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.

## FASHION WATER

The best, cleanest, purest, most luxurious water comes from the European Alps. FASHION LUXURY SPRING WATER originates in the glaciers of the Austrian Alps, where the melting water is filtered through various rock formations before reaching the surface at the source.

