

NEW YORK / LONDON / MILAN / PARIS

# FASHIONWEEK PARTY

CELEBRATE FASHIONWEEK  
AT YOUR CLUB



# Fashion TV Facts

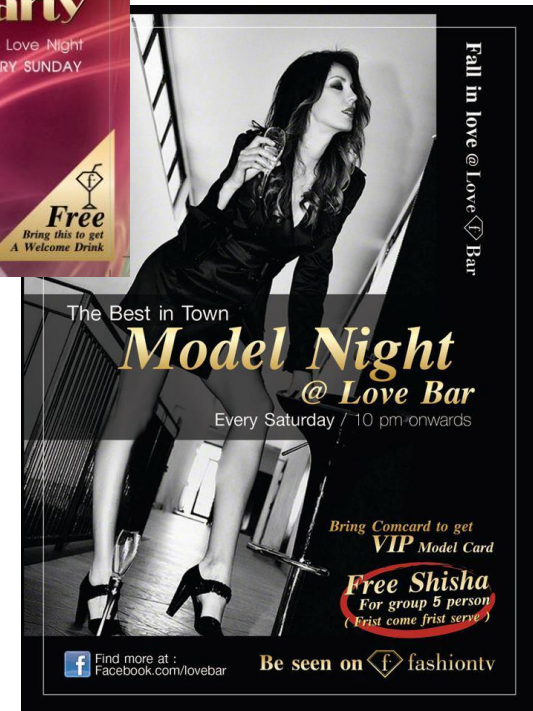
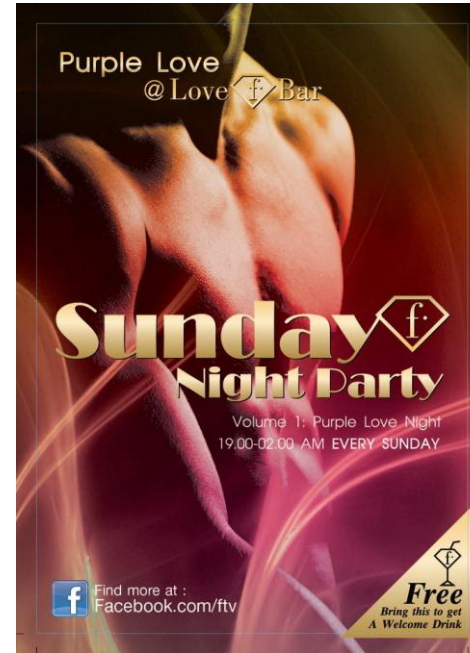
**FashionTV** is a global and the biggest fashion lifestyle program broadcasting the latest news and information to over 440 million households and 7 million public places worldwide. As the only global 24/7 television network focused exclusively on fashion, beauty, trends and style. And only TV equivalent to fashion print products (Vogue, Elle, Cosmopolitan, L' Officiel)

**FashionTV** is a New Media leader, with a highly trafficked and expansive digital reach that includes YouTube channels (*299 million views in 1 year*), fashiontv.com (*12 mil visitors per year*), a Facebook page (*2 million fans*) and more. In top 30 pages on Google+ with 1.9+ million followers.

**FashionTV** represents Chic style, dynamic attitude, fresh and hip music, fashiontv symbolizes fashion in its true sense. Celebrities, models, designers fashionistas and trendsetters. We get the first the newest trends and share them with our audience.

**FashionTV** viewers are 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.

# Example of Invitations to Parties



# Line-up of Weekend Events

Programming for  
Weekends at  Club,  
 Bars,  Cafes,  
 Hotel

13.03.2013

2013			Broadcasting Events/Specials
Week	Date		
1	04.01.2013	06.01.2013	Top designers Weekend
2	11.01.2013	13.01.2013	Focus on designers weekend
3	18.01.2013	20.01.2013	Behind the scenes Weekend
4	25.01.2013	27.01.2013	Mens Fashion Weeks weekend
5	01.02.2013	03.02.2013	Paris Haute Couture FW weekend
6	08.02.2013	10.02.2013	Wow China Weekend
7	15.02.2013	17.02.2013	Valentine Weekend
8	22.02.2013	24.02.2013	New York Fashion Week Weekend
9	01.03.2013	03.03.2013	London Fashion Week Weekend
10	08.03.2013	10.03.2013	Milan Fashion Week Weekend
11	15.03.2013	17.03.2013	Paris Fashion Week Weekend
12	22.03.2013	24.03.2013	End of Fall 2013 fashion week season weekend
13	29.03.2013	31.03.2013	Photographers weekend
14	05.04.2013	07.04.2013	Fashion Capitals weekend
15	12.04.2013	14.04.2013	Fashion Divas Weekend
16	15.04.2013	14.05.2013	16th anniversary of fashiontv
16	19.04.2013	21.04.2013	Taurus Zodiac weekend
17	26.04.2013	05.05.2013	First Face Countdown, the new Top Models of Fall 2013 collections
19	10.05.2013	12.05.2013	Brazilian Fashion Weeks Weekend
20	17.05.2013	19.05.2013	Gemini Zodiac Weekend
21	24.05.2013	26.05.2013	Cannes Film Festival Weekend
22	31.05.2013	02.06.2013	Cannes Film Festival Weekend
23	07.06.2013	09.06.2013	Grand Prix Monte Carlo Weekend - France 2013
24	14.06.2013	16.06.2013	Film stars fashion weekend
25	21.06.2013	23.06.2013	Cancer Zodiac weekend
26	28.06.2013	30.06.2013	Swimwear Weekend
27	05.07.2013	07.07.2013	Men's Fashion Weeks Spring 2014 weekend
28	08.07.2013	15.08.2013	Summer Party - Best events/ DJ's
28	12.07.2013	14.07.2013	Paris Haute Couture Fall 2013 Weekend
29	19.07.2013	21.07.2013	Leo Zodiac weekend
33	16.08.2013	18.08.2013	Discover the Trends Weekend (Fall 2013)
34	23.08.2013	25.08.2013	Virgo Zodiac weekend
35	30.08.2013	01.09.2013	Now in Stores Weekend
36	06.09.2013	08.09.2013	Back to the City Weekend
37	13.09.2013	15.09.2013	Film stars fashion weekend
38	20.09.2013	22.09.2013	New York Fashion Week Spring 2014 Weekend
39	27.09.2013	29.09.2013	London Fashion Week Spring 2014 Weekend
40	04.10.2013	06.10.2013	Milan Fashion Week Spring 2014 Weekend
41	11.10.2013	13.10.2013	Paris Fashion Week Spring 2014 Weekend
42	18.10.2013	20.10.2013	End of Spring 2014 fashion week season weekend
43	25.10.2013	27.10.2013	Scorpio Zodiac weekend
44	01.11.2013	03.11.2013	Fashion Capitals weekend
45	08.11.2013	10.11.2013	Fashion Divas Weekend
46	15.11.2013	17.11.2013	Victoria's Secret Weekend
47	22.11.2013	24.11.2013	Sagittarius Zodiac weekend
48	25.11.2013	01.12.2013	First Face Countdown
49	06.12.2013	08.12.2013	Brazilian Fashion Weeks Weekend
50	13.12.2013	15.12.2013	Calendars Weekend
51	16.12.2013	31.12.2013	Best of 2013
51	20.12.2013	22.12.2013	Capricorn Zodiac weekend

# fashiontv Fashion Weekends



Tokyo  
Moscow  
Seoul  
Beijing  
Shanghai  
Melbourne  
Sydney  
Singapore  
Bangkok  
Hong-Kong  
New Delhi  
Mumbai  
Dubai  
Istanbul  
Madrid  
Paris  
London  
New York  
Berlin  
Milan



# Fashion TV promotion Options

## Promotion before / after the Event:

Fashion TV will broadcast the upcoming event and after the event via television (Fashion TV reaches **440 million households Globally & 7 million public places**)

Fashion TV will promote the Event and later show the new footage via its [New Media Channels](#) (**2+ million fans on Facebook, Fashion Leader on YouTube with more than 611 million views**)

Fashion TV will promote the event by linking the Sponsor sites to the QR codes shown on TV and New Media channels allowing easy 1-click access to the Sponsor and the Event

The Event invitation will be sent out to Fashion TV **100,000+ PR contacts worldwide**

# fashiontv Banner Options



# fashiontv Opportunities

Guests of the parties will be the first to see footage from shows such as the Paris Fashion show and experience an environment that is filled with French music and surroundings

This will allow clubs to advertise with the possibility of the clubs being the first in the world to show behind the scenes exclusives and the newest fashion trends, leveraging their stance in the club world

Additionally the Party will be fully advertised on all Fashion TV Channels ranging from TV (440 million homes and 7 million public places) to Fashion TV Youtube (611+ million views) to Facebook (2+ million likes)

Please see the opportunities for New Media Advertising by clicking [here](#) and for the newest press release [here](#)

# QR Codes Opportunities



QR codes on Fashion TVs Television and New Media allow 1-click access to Clubs and the Sponsors

- Scan-2-Buy
- Scan-4-Info
- Scan-2-Shop
- Scan-4-Date
- Scan-2-Win
- Scan-4-Meet
- Scan-2-Visit

All increasing traffic to the Clubs website and Sponsors



# Sponsors for the Events

Depending on the Theme the clubs should seek sponsors connected to the Event e.g. Paris – luxury designers, luxury cosmetics, airlines such as Air France

For the e.g. Paris Fashion Week the Theme is also about presenting the City and increasing tourism

Party goers will experience the flair of each city from each weekend and thus be drawn to that tourist attraction

This is a great opportunity for Tourist Agencies to advertise themselves

Additionally for special weekend events, Beverage producers can promote their drinks by making specially designed cocktails

# Sponsor Promotion Example


NIGHTLIFE AWARD

[VIDEO](#)
[TV](#)
[GALLERY](#)
[NEWS](#)
[SPECIALS](#)
[F.PRODUCTS](#)
[CORPORATE](#)

[fashiontv > videos > f.parties](#)

**FTV Party at Tiffany Club in Metz, France with F Vodka: Elixir of Fashion**



RATE THIS VIDEO:        +1 0  Like <22  Tweet <0  Share 6

Posted on: 19th October 2012

METZ - FashionTV is throwing a party at the Tiffany Club in Metz, France! Beautiful and fashionable ladies are in attendance and VIP guests are enjoying F Vodka: Elixir of Fashion. Sparklers flying out of the premium bottles make them even better. The DJ is getting everyone ready for a great evening.



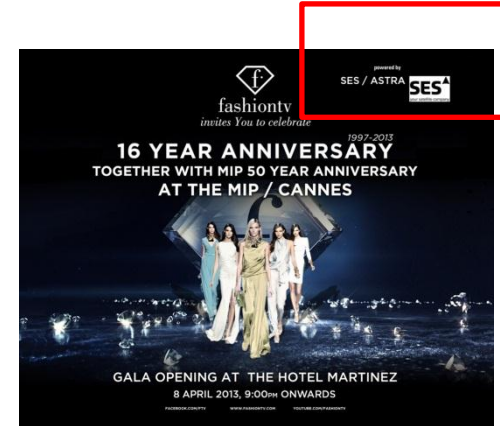
# Fashion TV Sponsor Options

Logo will be placed on all print and electronic material, such as flyers, invitations, etc.

Logo will appear on all announcements on FTVs new media sites such as FTVs [Facebook site](#), [www.ftv.com](http://www.ftv.com), [YouTube](#), [Google+](#) etc.

Logo will appear on all clips filmed and edited at the event

Logo will be placed during the broadcast of such clips on Fashion TVs International Channel



# New Media Leader on YouTube

<u>Media</u>	<u>YouTube Views 2013</u>	<u>Growth from 2012</u>	<u>Subscribers 2013</u>	<u>Growth from 2012</u>
<b>Fashion TV</b>	<b>611.215.295</b>	<b>41%</b>	<b>447.757</b>	<b>31%</b>
Maxim	100.442.678	15%	68.427	58%
Seventeen	81.828.194	5%	86.079	8%
E!	80.942.005	n/a	112.465	n/a
FHM	40.644.161	14%	20.011	30%
Style Network	19.167.986	n/a	28.894	n/a
Esquire	12.546.305	30%	9.506	61%
Cosmopolitan	11.452.783	37%	19.342	160%
Harpers Bazaar	8.785.005	92%	9.263	134%
Elle	4.733.645	-57%	5.252	-71%
InStyle	3.856.215	-12%	3.146	6%
Glamour	3.602.722	27%	2.176	32%
Vogue	2.640.582	-30%	10.709	21%
Fashion One	922.865	-67%	2.814	100%
WorldFashion	742.618	165%	1.072	506%
<b>Total Fashion TV</b>	<b>611.215.295</b>	<b>41%</b>	<b>447.757</b>	<b>31 %</b>
<b>Total Others</b>	<b>372.307.764</b>	<b>18.25% avg.</b>	<b>379.156</b>	<b>87% avg.</b>

# Fashion Weekend Sponsor Option

If the Club staging a weekend receives a Major Sponsor or a Group of Sponsors an option is available for the Club in cooperation with Fashion TV to make a special Sponsor Weekend

Fashion TV will provide footage with the sponsors logo to be shown on screens

A cocktail should be made for the event carrying the Sponsors name

The Event will carry the name of the Sponsor e.g. 'Volvo Fashion Weekend'

The Sponsor may choose the design

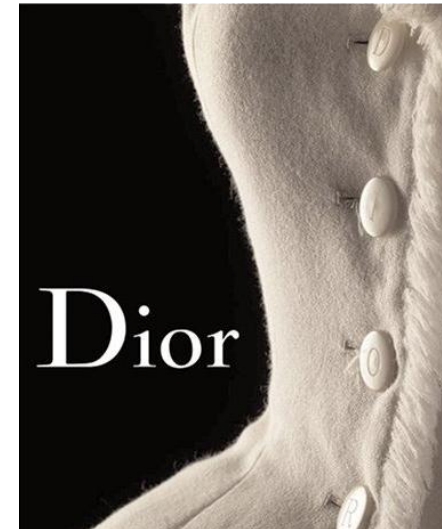


MCs should always say 'We love Volvo', 'Volvo is our passion' etc.

# fashiontv Sponsor Categories



Airlines flying to the City	Paris – Air France Milan – Alitalia London – British Airways
Cars Made in the Country	Germany – BMW, Audi Japan – Mitsubishi France – Renault Italy – Ferrari, Lamborghini
Food and Drinks Product	New York – Coca-Cola Vienna – RedBull London – Cadburys
Tourism Agencies	Tel Aviv Cairo US Chamber of Commerce
Fashion Houses	Cavalli Dolce & Gabbana Dior
Cosmetics	Yves Saint Laurent Sisley MAC Cosmetics



# Sponsor Support Examples

If the club can get support from a Tourist Agency – e.g. USA, The US Chamber of Commerce can support the event as it will be linked to e.g. the New York Fashion Week



Tourism promotion can also help eliminate debt of the country and city

Tourist Agencies can work with Airlines and provide Free tickets to destinations or free City-tours to increase demand and interest

# Sponsor Promotions Benefits

Fashion Brands can Sponsor the Event and provide Gifts to increase interest of consumers and party-goers e.g. Coca Cola can provide free samples, Cavalli Vodka can provide free shots, Dolce & Gabbana can Provide free Perfume Samples

<b>Car Companies</b>	BMW can park cars in front of venue and offer free test rides or the car for a week
<b>Phone companies</b>	Samsung can offer free phones
<b>Airlines</b>	Air France can offer tickets to visit Paris for 2 persons
<b>Resorts</b>	Hotels and Resorts can offer week long getaways
<b>Cosmetics Companies</b>	MAC can offer free make-up kits or offer to do make-up of the guests
<b>Beverage Companies</b>	Can offer free drinks and mix sample cocktails or offer courses in cocktail making
<b>Restaurants</b>	Can offer a dinner for 2 or cooking courses
<b>Food Chains</b>	Tesco can offer vouchers or discounts
<b>Banks</b>	Can offer cards without entrance payments
<b>Magazines</b>	Offer free subscriptions or to take part in a photo shooting

# Example on Fashion TV Facebook



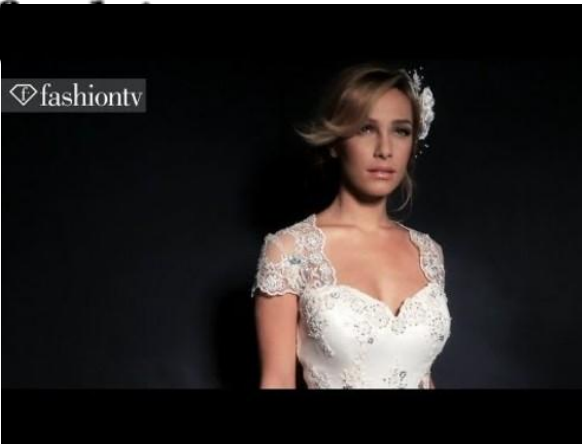
The promotion of a Fashion Weekend such as **Valentines Day Party** can be seen here

Visitors can interact with the Party by tagging friends and party-goers on the photo albums uploaded on Facebook

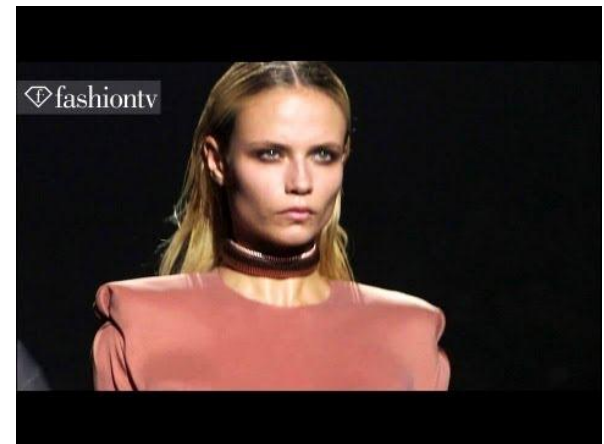


# Facebook Top 3 among top Fashion Magazines

<u>Media</u>	<u>Facebook Likes</u>	<u>Talking about it</u>
Vogue	3.740.266	80.765
Cosmopolitan	2.174.303	26.279
<b>Fashion TV</b>	<b>2.034.855</b>	<b>35.184</b>
Seventeen	1.830.561	18.093
Glamour	1.048.299	32.624
Elle	949.966	20.679
Maxim	751.852	35.369
FHM	654.342	19.365
InStyle	551.682	32.989
Harpers Bazaar	299.265	21.896
E!	222.284	2.745
Esquire	185.716	4.051
Style Network	84.135	625
Fashion One	76.150	1.521
WorldFashion	4.946	187



## *Fashion Weekend Examples*



# Zodiac Weekend

Zodiac Weekends will take place on the first weekend of the start of the Horoscope (after 20th of each month)

The mystique signs will be shown on all screens at the location with faces of famous celebrities that were born under that star (2 hour long films)

Additionally local best customers will be shown in the Video

Top members of the club who registered previously with Fashion TV Diamond club, their birth-date and are frequent party goers will have their photos shown on the screens with Birthday wishes and will get drinks or a cake



# Decorations for Zodiac Weekend

The clubs should be decorated in lights and style resembling the Zodiac sign with slogans e.g. ,I Love Aquarius‘


For example for Aquarius the club lights should be a blue colour with table decorations held to a blue

The clubs can make a Cocktail ,Aquarius‘ to further sharpen the theme and have waitresses dressed to resemble beach clothing or mermaids

Sponsors for the event can additionally be linked to the theme such as water companies, hotels, exotic destination agencies



# Diamond Club Membership


[Login](#) | [Register](#) | [Customer support >>](#)

16
12
322
+1
Tweet
Like

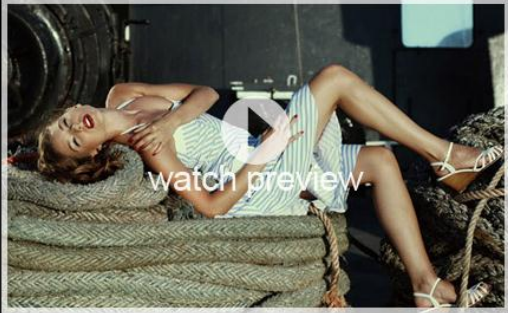
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LATEST VIDEO UPLOADS




Hot Mix - Crimson



Hot Mix - Red Label



Hot Mix - Silver Sirens



Hot Mix - White Honey

BECOME A DIAMOND CLUB MEMBER NOW »

[Click here](#)

# Victoria's Secret Weekend

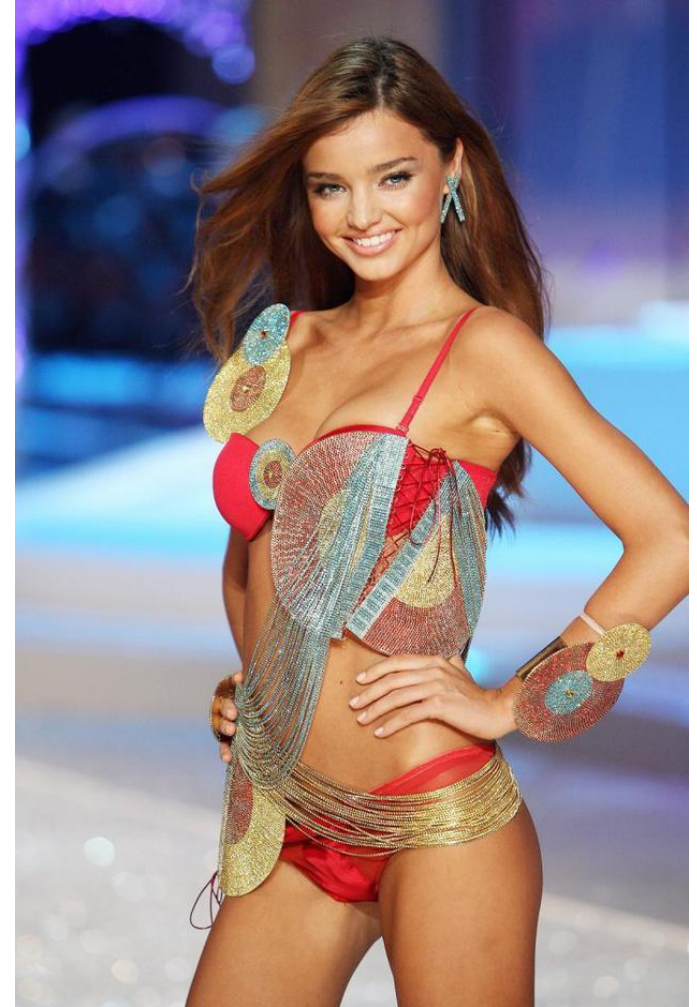
During the Famous Victoria's Secret Fashion Show period, there will be Party weekends dedicated to the show

All screens at the club will show a compilation of previous shows as well as the most recent one

Backstage interviews will be shown with the VS Angels

Models wearing Victoria's Secret Lingerie will be present at the clubs

Club goers will have the unique opportunity to send congratulatory wishes to the Angels via Fashion TV New Media



# Decorations for VS's Weekend

Drinks served can resemble colours of VS such as pink or champagne

Waitresses can wear wings on their backs to run with the theme of VS

The floors can sparkle like the catwalk on the show

Music played should be modern and trendy

MC should say things such as ,VS Angels love Fashion TV and ,...'





# Full Moon Party

Each Month during the Full Moon there will be a party to celebrate the mystique powers of the Moon

Full Moon provides energy, health benefits and power, surrounding the party goes in a carefree spirit to celebrate the positive energy

Clubs will feature Full Moon Fashion TV Water alongside other beverages to re-charge the energy sources of the clubbers and help them increase energy for the coming weeks

Full Moon Dates		
Year	Month	Day
2013	Jan	26
	Feb	25
	Mar	27
	Apr	25
	May	25
	Jun	23
	Jul	22
	Aug	21
	Sep	19
	Oct	19
	Nov	17
	Dec	17


**Fashiontv Thailand** shared a link.
 Wednesday

The world famous "Full moon party" at Kho Phangan, Thailand.



**fashiontv | FTV.com - FTV PARTY - FULL MOON PARTY KOH PHA NGAN**  
[youtu.be](http://youtube.com/FashionTV - FULL MOON PARTY KOH PHA NGAN Music)  
<http://youtube.com/FashionTV - FULL MOON PARTY KOH PHA NGAN Music>  
 Info: Performer: EDDY WATA Title: THE

# Decorations for



# Weekend



The Club Rooms should be darkened to made more mysterious

Fashion Luxury Spring Full Moon Water will be provided at the Events which are bottled during Full Moons providing mystique powers from inside



White lights can stand out through the dark to symbolize the Full Moon

# F.Beverages for Parties



# F.Beverages for Parties



# fashiontv Fashion Week Party

For the Major Fashion Weeks of the World there will be Fashion Week Parties 'We love London Fashion Week'

The MCs should coordinate the language of the Fashion Week and involve the audience in either French, Spanish etc. 'J'aime Paris Fashion Week'

Fashion TV will provide 2 hours of top content from each fashion week to be shown on the screens



# Decorations for Fashion Week Party

- The Theme should be of high couture or edge depending on the Fashion Week
- Sponsors can be Designers that have staged Fashion Shows and would like to e.g. Present their work in glass boxes on mannequines
- Especially for Paris Fashion Week the ambient should be classical and stylish, while for London and New York modern and edgy



Clubs should always remain stylish and follow a designated theme, with MCs leading through the evening and generating interest and bringing in some sentences about the event and the language the event is promoted by

All Screens should present videos from Fashion TV on the special Event  
e.g. 2 hours of Celebrity Zodiacs

Clubs should generate Sponsor interest by inviting those companies that are closest represented by the theme e.g. Moscow Fashion Week – Mercedes Benz or Volvo



# MCs Quote Instructions

MCs should include the phrases listed on the next slide in their repertoire or similar if they make up raps

The clubs should print out a list of these phrases for the MCs in big letters and on laminated paper attach it by rope in the DJ area



This way the MC can always see what they should say

They can repeat sentences throughout the evening

Additionally they should try to incorporate the language of the event e.g. Paris Fashion Week a sentence in French...

# fashiontv Prayer Book of Love Bar



## Permanent Quotes to be always said

Fashion is my religion, what is yours?

I Love Fashion

I Love Fashion TV

Fashion is my passion

Fashion is my profession

I was born for Fashion

I am Fashion

I Love f.Bar

I want Fashion, I want Fame, I want you

I love the Spotlight

I love Trends

I lust for Fashion

## Valentine's Day Weekend

Fall in Love at Love Bar

Will you be our Valentine?

## Top Designer Weekend:

I Love Cavalli, Gucci, Dolce & Gabbana etc.  
I love my Gucci, La Perla,

## Victoria Secret Weekend:

I Love...Victoria's Secret...Do you want to be an Angel?

## Model Weekends & Diva:

I Love Top Models....I love Naomi, Gisele, Adriana  
I am a Diva, I love Style...

## Fashion Weeks:

I Love Paris, New York, Milan, London St.Tropez,  
Ibiza, Bali... etc.

## Zodiac Weekend:

I love Aquarius, Libra, Leo etc.

## Behind the Scenes

I love Make-up, I love getting my hair done... etc.

## Photographers Weekend

I love getting my picture taken

## During Raps

I Love shopping on Rodeo Drive in Beverly Hills, Rue  
St. Honore in Paris, Bond Street in London, Fifth  
Avenue in New York

# Example 1 of Fashion Weekend New York

## Fashion Week New York

Decoration: The colors should represent USA, blue/red/white

Food: Small bites could be served for the Guests representing USA such as bite-sized donuts, hot-dogs and burgers

Sponsors for New York Fashion Week could include companies such as Heinz Ketchup, American Airlines, Coca-Cola etc.

Special wins could include trips for 2 to New York, a year long supply of Coca-Cola (also can be handed out to guests)

Music should be pop from the US including Rihanna, Jay-z, Beyoncé, Katy Perry etc.

MC should say 'I love fashionable New York', 'I love the city that never sleeps', 'I love the fashion capital of the world....New York New York'

The Shows should be big and bold like the US



# Example 2 of Fashion Weekend Seoul

## Fashion Week Seoul

Decoration: The colors should be calming and Zen-like with shades of green, blue and yellow

Food: Fusion Food can be best serves in small portions

Sponsors: Korean Airlines, Hyundai Car, Samsung, LG



Special wins could include trips for 2 to Seoul in cooperation with Korean Airlines, free Samsung phones

MC should say 'I love fashionable Seoul'

The atmosphere should be energetic yet relaxed

Stars could include for example the over billion times viewed rapper PSY



For more information please contact:

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