







F Beach





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F Beach – Introduction

- ◆ 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 decided to develop its own successful branded portfolio - from clothing merchandise & beverages, through retail stores and F bars, clubs, hotels and beaches.
- ◆ 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 branded products, locations (F Clubs and F Bars) and high-profile events are increasingly popular and sought-after by millions of fans around the world.
- ◆ FTV viewers are ONE OF THE MOST FREQUENT business and leisure TRAVELLERS and hotel GUESTS, which provides a key preliminary advantage and logic to the development of F branded Beaches.





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F Beach – Concept

Fashion Meets Hospitality...

- ◆ F Beach concept is considered for development of top-class Beach portfolio representing a collection of fashionable Beaches in key destinations around the world. The mission is to convey FTV's look and feel into hospitality industry by offering sophisticated and fashionable place of rest, exemplary service and unique environment with an aim to grasp a niche of the international tourism market.
- ◆ F Beaches are specifically designed to satisfy and delight the ever growing global fashion community, trendsetting urban professionals, and all sophisticated business & leisure travelers. F Beaches are also intended to be an ideal choice for large-scale fashion industry events and promotional activities, fashion shows, VIP parties, photo and movie shoots, star interviews, and other social engagements.





F Beach – Key Competitive Advantages

- ◆ Individuality of F Brand and its influence on lifestyles - is what sets F Beaches apart from its competitors and enables the brand to form a strong and lasting emotional bond with all of its clientele and stakeholders. In most cases, choice of a Beach is a lifestyle statement and F Beach will represent a distinctive approach to life in its true sense
- ◆ Global power of FashionTV Medium - FashionTV generates significant worldwide media exposure for many global brands. This presents an invaluable advantage for airtime promotion of the F Beach brand, which will result in numerous opportunities for creation of effective marketing campaigns and attraction of a wide range of clientele among a worldwide audience of FTV
- ◆ Multi-million people fan base of potential future clients – Being one of the most recognized and respected brands in the fashion world and followed by millions of fans and viewers who are in fact frequent travelers and high-spenders, will naturally generate interest and curiosity in the F Beach properties, prospectively resulting in high occupancy rates, loyalty and repeat business, and above average ROI.



F BEACH – Brand Essence

F Beach concept is firmly rooted in the brand values of FTV and personifies the following key elements:

- ◆ It is an inspirational Beach brand identified with the world of fashion - “Beach with a fashion touch”
- ◆ It offers a fashionable & modern property and promises to be a “one of a kind experience”
- ◆ It is designed to portray chic elegance & sophistication, distinction & class offering unique, fashion-related entertainment concepts
- ◆ It aims to be a desirable destination and a “PLACE TO BE” for international jet-set, trendsetters, socialites, fashionistas, athletes, yuppies and upbeat crowd...





F BEACH – Target Clientele

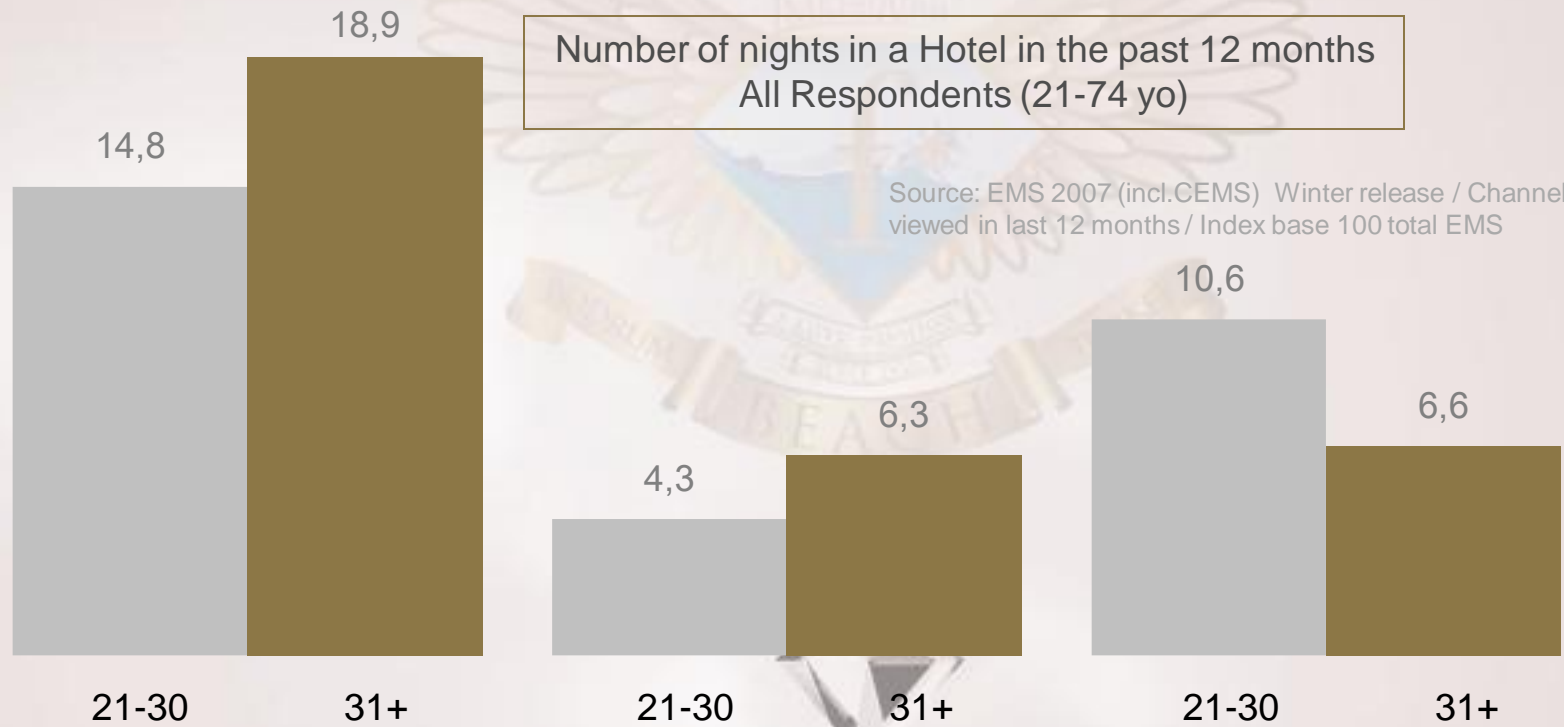
- ◆ From high profile fashion industry professionals (retailers, buyers, models, photographers, etc.) to celebrities, movie stars - to all business and leisure travellers inclined to the trendy and fashionable lifestyle
- ◆ Similar to F brand fans, F Beach will attract all modern individuals who nowadays are characterized as explorers, culture-seekers, professionals and travelers. They travel a lot – both long and short haul. They are independent, share a respect for the places they visit and are young at heart.
- ◆ Coming from cities near and far, the ideal F Beach clients share a common desire: affordable luxury – stylish design, modern living, great value. They appreciate a high-class entertainment, enjoy the latest technology and quality products.
- ◆ Socializing and networking is highly important for them, they prefer venues that are frequented with similarly minded people.





F Beach – FTV Viewers: Frequent BeachGuests

FashionTV viewers travel for Business & Pleasure and spend many nights in Beaches





F Beach– FTV Viewers: Frequent Travelers

Fashion TV viewers travel for Business & Pleasure

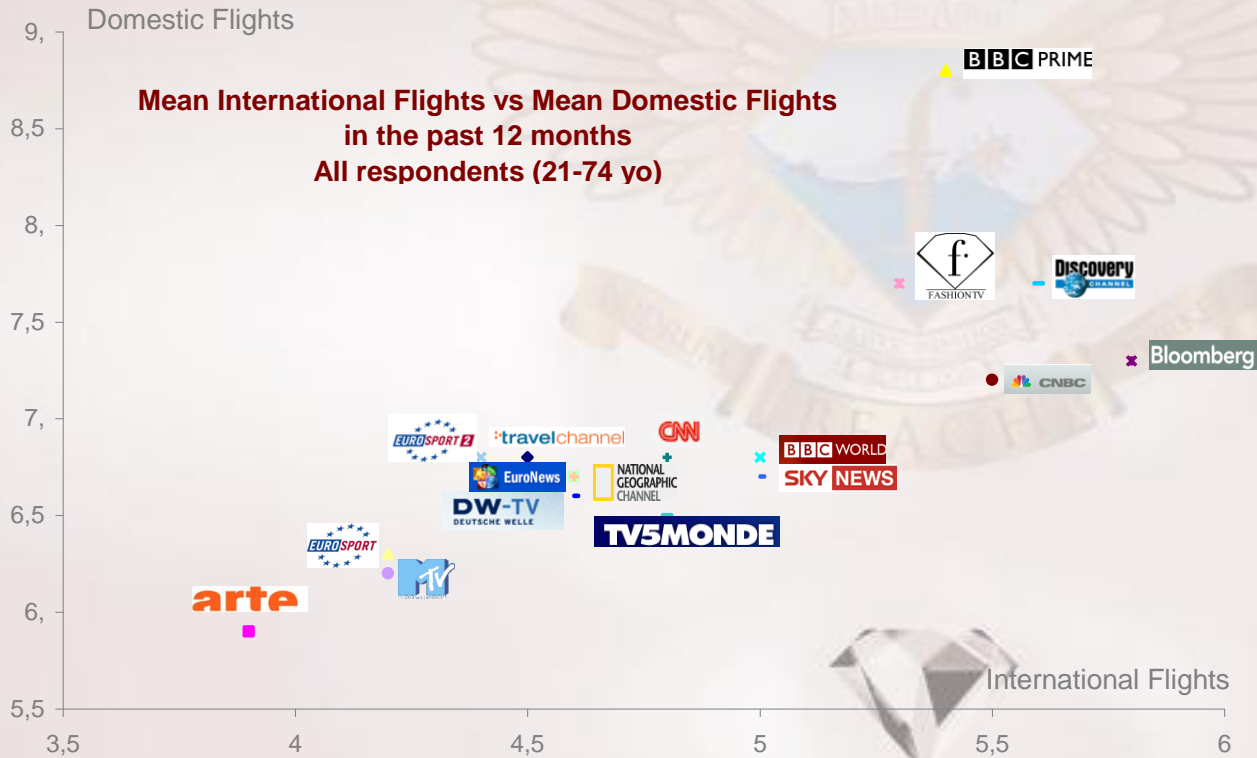


Source: EMS 2007 (incl.CEMS)
Winter release / Channels viewed in
last 12 months



F Beach – FTV Viewers: Global Travelers

Fashion TV viewers are international and domestic TRAVELERS



Source: EMS 2007 (incl.CEMS) Winter release / Channels viewed in last 12 months



F Beach– F Brand Usage & Exposure

- ◆ Physical exposure of F Brand requires a careful planning to ensure that its usage is not overwhelming, i.e. it is essential that it's utilized with maximum impact (e.g. 360◆ external signage in media mesh on top of the building)
- ◆ It is important that the F Brand logo or the Diamond Icon is not diluted by its excessive display, but rather used in key locations and limited touch points only, reinforce the impact
- ◆ The F Brand should not intrude into the guest experience BUT rather add value and enhance the value proposition for each guest





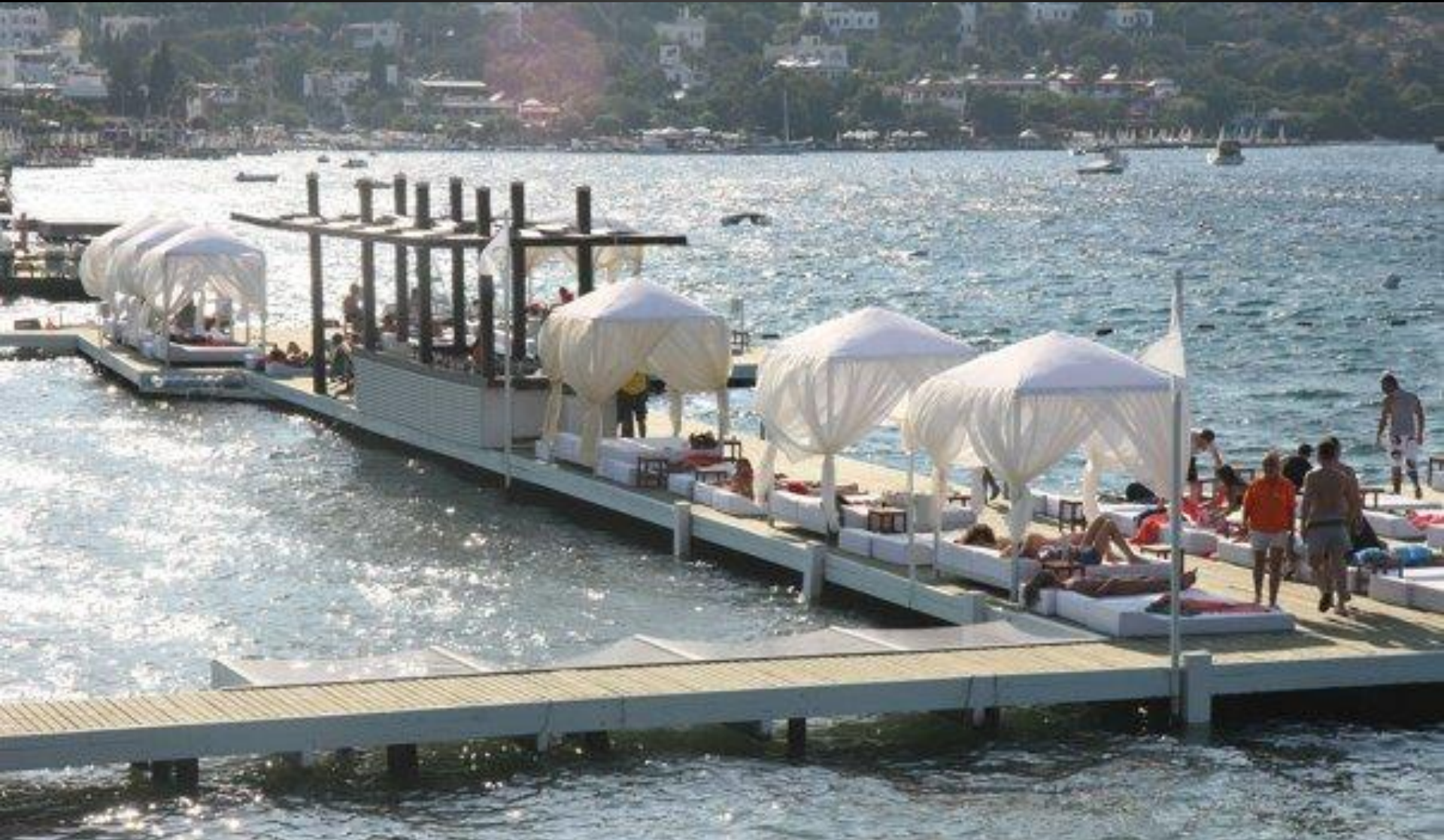
F Beach– Exterior Design

- ◆ The exterior design and architecture whilst being visually iconic and innovative, portraying unique aspects of the F Beach Brand, is also cost effective and in line with the overall financial model
- ◆ Featuring a highly efficient ratio between gross built area and net useable areas with minimum wasted or non income producing areas
- ◆ Similarly the ratio between Front of House / Back of House areas should be optimal, ensuring maximisation of income producing areas





F Beach— Exterior Design





F Beach— Exterior Design





F Beach– Exterior Design





F Beach— Exterior Design





F Beach– Exterior Design





F Beach— Exterior Design





F Beach— Exterior Design





F Beach— Exterior Design





F Beach– Interior Design

- ◇ The Interior Design of the F Beach is contemporary, innovative, exciting and “affordably luxurious”, whilst reinforcing the F Brand in a subtle and sophisticated manner, ensuring longevity and endurance for the F Beach over the next 5 - 10 years, before any major refurbishment and upgrading of the concept would be required
- ◇ The Interior Design whilst providing the perception of space, and thereby luxury, should also be space efficient and cost effective i.e. “maximum bang for the buck”
- ◇ The Beach should have a particular and unique style that reinforces the concept of a bespoke and tailor made Beach Concept, that matches the F Brand, whilst still being “affordably luxurious”





F Beach– Interior Design





F Beach– Interior Design





F Beach– Interior Design





F Beach– Interior Design





F Beach– Development Proposition

Reception

Bar

Restaurant

Dj Place

F Shop for both F Fashion & Beach Merchandising (other F Brand extensions)

F Supper & Entertainment Club (easily converts from Restaurant to Fashion Show to After Party)

Swimming Pool

F Hairdressing & Beauty Centre

Showers and Changing Rooms

Beach Area with Tents and Beds

Water Sports Area





F Beach expertise

- ◆ First F Beach was opened on 3d of July 2010 in Turkey, Bodrum
- ◆ F Hawana Beach recieved a high recall among journalist and press
- ◆ During the summer period F Hawana beach gathered a global fashion community, trendsetting urban professionals, and all sophisticated business & leisure travelers.
- ◆ F Beach attracted a large-scale fashion industry events and promotional activities, fashion shows, VIP parties, photo and movie shoots, star interviews, and other social engagements





F Beach recall in press

HAZİRAN

FASHION TV'NİN MODELLERİ HAVANA BEACH CLUB'UN AÇILIŞINA GELDİ

Bir günün boyu dinlenmeden, yarı baş çıkmış gülmekten, denize girme, duş alan kızların her biri ipeklik, popolan dindik, bikini'li "yoklin", bacak boyunu 1.50'ye yalın, yaşları 17-20 arasında. Ve bunlardan hiç üşü değil tam 60 tane var. Bazıları için sürye, bazıları için cennet zincirleriyle eş anlamlı olan bu marmara şu anda Bodrum'un en eski beach club'larından Havana'da yaşanıyor. Mekan,

bu sezon Fashion TV International ile işbirliği yapıyor ve Havana Fashion Beach Club oldu



BİR MADDEDE FASHION TV MODELİ OLMANIN YOLLARI

- 1- İyi bir model olmak
- 2- En azından 333 yapay zant olmak
- 3- Bütünün dinlenmesi için popolanın sık sık sıkılması
- 4- Bütünün dinlenmesi için sık sık denize girme
- 5- Her günün sonunda dinlenmek için sık sık denize girme



BODRUM'DAN CANLI YAYIN

Tamamıyla canlı yayında, her günün boyu dinlenmeden, yarı baş çıkmış gülmekten, denize girme, duş alan kızların her biri ipeklik, popolan dindik, bikini'li "yoklin", bacak boyunu 1.50'ye yalın, yaşları 17-20 arasında. Ve bunlardan hiç üşü değil tam 60 tane var. Bazıları için sürye, bazıları için cennet zincirleriyle eş anlamlı olan bu marmara şu anda Bodrum'un en eski beach club'larından Havana'da yaşanıyor. Mekan,

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F Beach recall in press



Bodrum Türkbükü'nde yıllardır hizmet veren Havana Beach Club, artık Havana Fashion Club... Sadece adı değil, konsepti de değişti. Şu anda Fashion TV Dünya Manken Güzellik Yarışması'nın 40 finalisti, Havana'da kampta.

Yarışma 9 Temmuz'da. O tarihten sonra da her daim 10 Fashion TV kızı plajda olacak. Ayrıca, erkek mankenler de gelecek. Anlaşılan bu yaz Bodrum'da çok sık kıskançlık krizleri yaşanacak. *Sibel ARNA sayfa 3*

Fotograf: Levent KULU