

I Love fashion café





love  café

f a s h i o n t v



love

f a s h

fé


STIRK






Love Café Location



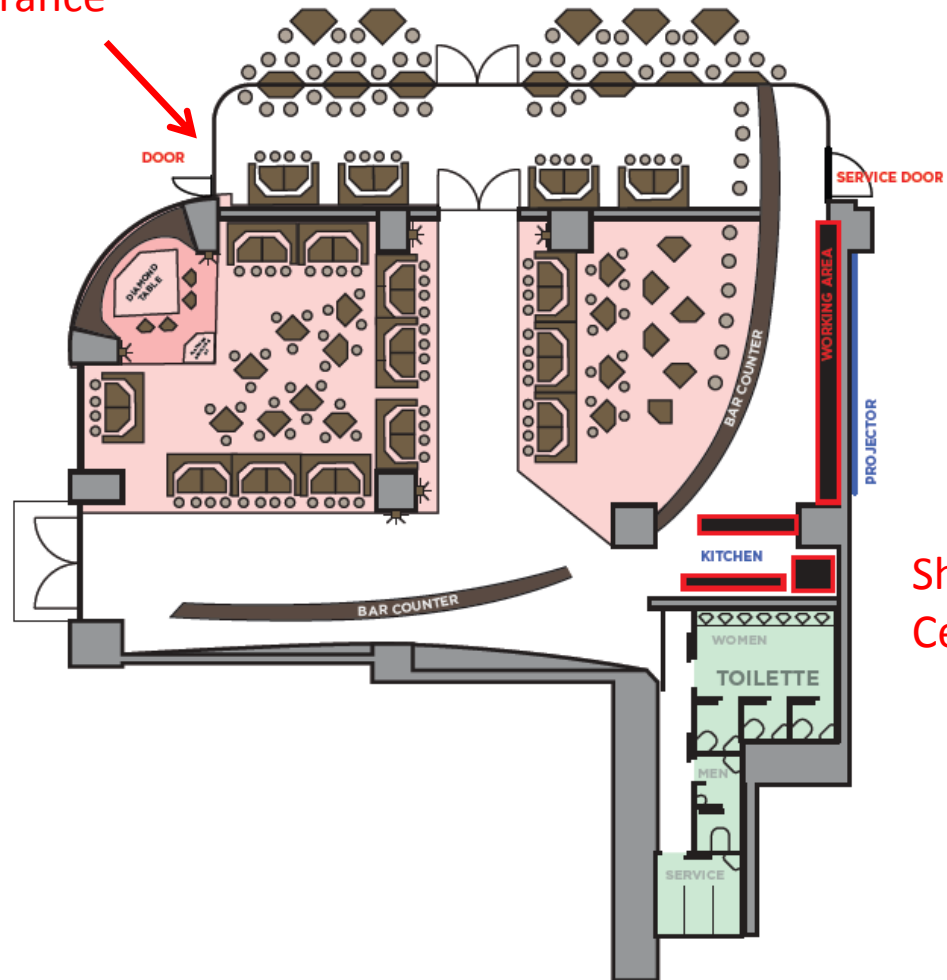
The Love  Café is located in the Bristol Hotel at Kärntnerstrasse and the Oper

Love Café Layout Inside (to be finalized)

Proposed inside of the Love  Café with bars, inside seating options and outside seating options

Bristol Hotel

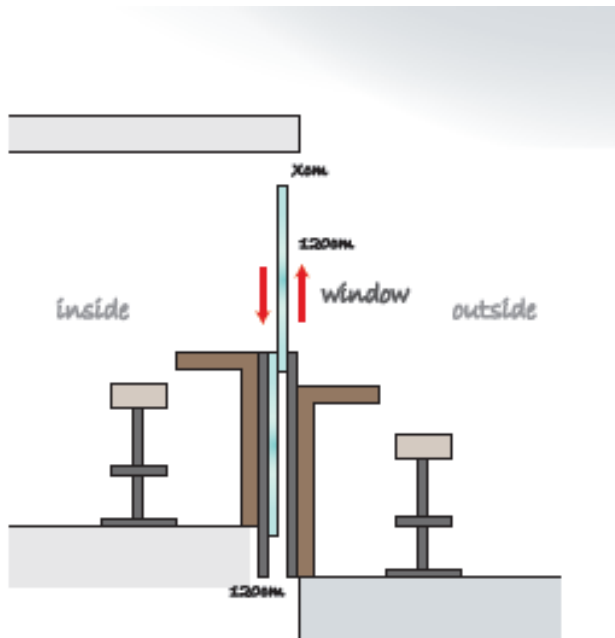
Entrance



Shopping Center

Layout Outside / Inside


Inside / Outside seating opportunities with inbetween windows that can move up and down



There will be a Schanigarten 8 months a year, allowing customers to sit outside and enjoy the sun as well as the podium

Love Café Style



The Love  Café will be presented in black and gold colours, indicating trends, elegance and fashion, the style that Vienna is presented by and is popular for all across Europe and the World



Love Café Catwalk

Love  Café will set up a catwalk to entertain both tourists and Viennese residents

Terrace in front of the Cafe has a roof so can convert into catwalk during all weathers, a unique place in the city





Proposed look



Proposed look





Photos of current location



Photos of current location

View towards the Vienna State Opera



Location View Pictures

Starbucks



Sacher Hotel & Starbucks



Opera



Bristol Hotel



Shopping Mall /
Roofed Gallery in
front of the Cafe





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, Fashiontv broadcasts the latest news & information to over 400 million households and 7 million public places worldwide. It is recognized today as one of the most influential and renowned media brands in the fashion industry.

◆ **fashiontv is more than a channel, it is a lifestyle.**

The community of fashiontv viewers is considered to be 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 also enjoy living it. As a result, fashiontv products and high-profile events are very popular and sought-after by millions of fans around the world

600+ million views on YouTube up to now and 2 million+ Facebook fans, well recognized by millions of tourists and visitors to I Love◆Café

Love Café's Around the World

Place	Present number	Upcoming
Dubai	3	10
Abu Dhabi	1	3
China	1	150
Israel	1	3
Cairo	3	5
Amman	1	1
Tokyo	1	5
India	3	30
Bangkok	2	5
Dominican Republic	1	3
Kuwait	1	3
Vienna	-	Scheduled for September 2013




History of Viennese Coffee Houses

In the 17th Century when the Turks invaded Austria, the Turkish soldiers used coffee as energizing potions

Once Vienna was liberated, the coffee remained, and with it was born the coffee culture

In 2011 the "Viennese Coffee House Culture" was listed as "National Agency for the Intangible Cultural Heritage" and home to Coffee shops

The core concept that famous coffee chains follow such as Starbucks was invented in Vienna, where not only coffee and water is consumed but also time and space for relaxing and reading 'Gemütlichkeit' as known in Vienna to the World

Vienna associates coffee with water, thus the Love  Café will provide FASHION Luxury Spring Water as a beverage



The only authentic experience to enjoy coffee is in a Viennese coffee shop, and FashionTV is bringing that back to Vienna with Fashion and Media experiences as an extension of civilization and culture



Vienna, Austria

One of the most influential and cultural cities in Europe, and now FashionTV will bring back coffee shops linked with Fashion & Media

Austria ranks 7th in international tourism receipts in Europe

Overall 20 million visitors, Overnight stays 11.4 million (a 5% increase from 2010)

Vienna Population: 1.7 million (830,937 Men / 900,299 Women)

Vienna is the best city to live in 2010, 2011, 2012 (living standard)





Vienna, Austria


Tourists are interested in Exploring the Vienna culture


Coffe, Cakes, Music and Cocktails are the main attractions


2-3K daily visitors to the Opera

The Love  Café will attract thousands

They want to visit legendary cafes the Love  Café

When visiting the Opera House they can sit in the Love  Café across and experience the view with a cup of coffee

The Opera house has 50m² LED screens showing events of the Opera, clearly seen from the Love  Café

Residents of vienna come downtown daily, using the ring street and subway station located 1 minute from Love  Café





Vienna, Austria



Tourists want to see shows and cultural events

Love f Café is equipped with a covered terrace, only one in the city, providing a natural catwalk and stage performance

Bristol is being fully renovated, on the one side a hotel and on the other the Love f Café

The hotel attracts many rich, young professional clients who stay overnight, while Sacher Hotel is more family oriented

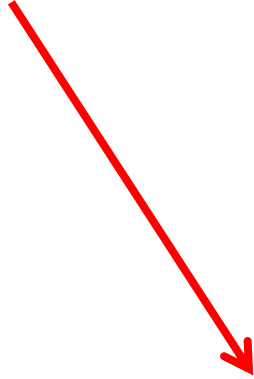
Customers from Hotel will frequent the Love f Café

Love f Café is a sit-down opportunity for tourists who purchase ice cream from the corner at Bristol

Love f Café will try make arrangements to feature the best what Vienna has to offer such as Cakes from top bakeries, delicacies, ice cream, featuring best food and appetizers from e.g. Julius Meinl at Graben



Traffic flow



Tourists will walk by the Love  Café location multiple times a day

20 million tourists walk past 2-3x a day (year) when in Vienna


1 million tourists walk past 1x a week

The street is the most frequented street in Vienna



Brand Awareness among visitors to Vienna in 2012

From the total about
1.6 million tourists have
made contact with FTV

Most would visit
Love  Café more than
once

From 11 million Vienna
visitors already 1.6
million are involved as
fans with a good
chance that they will
become a new
customer


Country	Visitors from Austria to Vienna	YouTube viewers in country	FTV brand awareness index	Tourists who know FTV
Austria	2.096.356 (excluding 1.7m residents)	1.508.638	39%	816.674
Country	Tourists in Vienna 2012	YouTube numbers 2012	FTV brand awareness	Tourists who know FTV
Germany	2.399.000	14.805.734	16%	388.714
Italy	643.000	9.360.740	7%	44.168
Russia	634.000	5.102.568	12%	78.775
USA	618.000	38.302.786	2%	9.971
UK	429.000	9.271.499	5%	19.850
Switzerland	384.000	2.030.316	19%	72.627
Spain	379.000	5.417.510	7%	26.514
France	368.000	6.871.063	5%	19.709
Japan	309.000	8.652.722	4%	11.035
Romania	269.567	3.701.522	7%	19.631
Netherlands	198.844	3.802.181	5%	10.399
China	198.000	2.647.753	7%	14.807
Australia & New Zealand	148.467	4.623.965	3%	4.767
Turkey	129.000	8.159.759	2%	2.039
Poland	126.365	5.378.838	2%	2.969
Hungary	123.166	2.600.051	5%	5.834
Canada	117.442	6.349.082	2%	2.172
Czech Republic	117.126	1.891.101	6%	7.254
Brazil	111.000	8.610.074	1%	1.431
Serbia and Montenegro	110.365	1.814.092	6%	6.714
Belgium	97.875	1.945.709	5%	4.923
Greece	90.952	2.924.227	3%	2.829
Sweden	88.287	2.150.735	4%	3.624
South Korea	82.042	2.150.735	4%	3.130
Saudi Arabia	74.000	8.251.779	1%	664
Finland	73.062	1.029.688	7%	5.184
UAE	71.000	2.980.779	2%	1.691
Bulgaria	70.356	1.526.064	5%	3.244
Africa	69.029	6.689.113	1%	712
Israel	69.178	2.959.701	2%	1.617
Denmark	65.175	1.283.989	5%	3.308
Croatia	58.692	1.026.995	6%	3.354
Norway	58.060	1.169.197	5%	2.883
India	55.780	15.081.213	0%	55.780
Taiwan	46.778	5.646.794	1%	388
Slovenia	45.654	541.497	8%	3.849
Portugal	42.476	2.568.160	2%	703
Slovakia	38.289	1.661.918	2%	882
Ireland	35.070	786.150	4%	1.564
Luxemburg	17.915	137.106	13%	2.341
TOTAL	11.158.368	213.413.543		1.668.725



High Frequency



Guests of the Fashion Café enjoy spectacular views of the City center and at the Vienna State Opera

Majority of tourists, 20 million, and Viennese walk past the Love  Café daily as it is in the exact center of Vienna and the most populated street both by foot and by car

A seconds walk to the Opera and a 5 Minute walk to the Hofburg Imperial Palace and the Stephan's Dom – The most visited locations in Vienna


Majority of tourists who walk by theatre walk by the café



Love Café ...the connected Café...

The Love  Café will have high speed wifi

Interconnections between tables allowing guests to communicate across the room and meet interesting new people

TV studio enabling broadcast from the Love  Café to FTV networks and YouTube, Facebook, and is capable of video conference

Each table will additionally have tablets for online gaming, shopping, social gaming


Vienna State Opera



The Wiener Staatsoper is one of the busiest opera houses in the world

High Frequency: 2-3K spectators daily, 1000 employees, performance from 7-8 till 10-11pm, can expect lots of visitors and opera staff at the Café before and after the shows

Love  Café will make special incentives for employees of the Opera

Yearly the Opera holds the Vienna Opera Ball with political leaders and celebrity attendance, as well as millions of visitors from all over the world (all can easily access Love  Café for pre-opera drinks)

Bristol Hotel Vienna



Hotel Bristol's metropolis is in the center of Europe.

With 140 exclusive rooms and suites, including the legendary Prince of Wales Suite, the 5 star hotel in Vienna is the place for unforgettable moments

Expect customers and celebrities that stay in the hotel to frequent the Café



Promotion through Fashion Austria

FashionTV will organize Fashion Shows & Weekends every week

The Cafe will feature the latest fashion weeks on the TVs located within, every week new programmes will be run from all capitals of the world

‘I see it first at Love  Café‘

This will attract more loyal customers as well as increase tourism overall

Partnerships with local media will additionally bring attention to the Love  Cafe

Love  Cafe will include afternoon shows and downtown beach swimwear shows on the weekends



Austria Media Support

FashionTV Provides Media Support through the FashionTV Austria Television Channel:

In Vienna FashionTV is a very popular channel through UPC, A1, Astra 19 (900,000 homes)

FashionTV via PayTV is also available

FashionTV channel distribution in Austria			
Astra/UPC/DTH	Total	Market size	Market share
2.612.800	2.612.800	4.615.169	56.62%

Global coverage:

FashionTV channel distribution Global				
	PayTV	TOTAL	Market size	Market Share
	166.837.334	166.867.235	1.550.022.973	10,77%
Technical reach		185.900.000	1.550.022.973	11,99%
Grand Total		352.767.235	1.550.022.973	22,76%



Austria Media Support

FashionTV Provides Media Support through the Austrian FashionTV YouTube:

	Austria	Global
YouTube 2012	1.5+ million views	299+ million views
Facebook	42K likes	2 million likes

100,000 promoters in Vienna and 100km surrounding via FashionTV mailing list

Events will be organized and broadcasted via TV and New Media Channels

The events and happenings at the Cafe will be seen beyond Austria and the neighboring countries, will be seen globally



Austria Events Support

FashionTV will organize FashionTV parties, with models, f.beverages (Vodka, energy drinks, water) and f.Floor DVDs

FashionTV will organize a catwalk for party guests to experience the newest fashions and trends

The parties will be broadcasted on FashionTV and all New Media channels such as Facebook, YouTube, Google+, Twitter and vKontakti reaching a global audience

Rendering Outside



Rendering Inside



Rendering Inside



Rendering Inside





Potential Look

Love  Cafe, a place where they can enjoy **exquisite drinks**, **socialize**, and catch up on recent events





love **f** café
V I E N N A

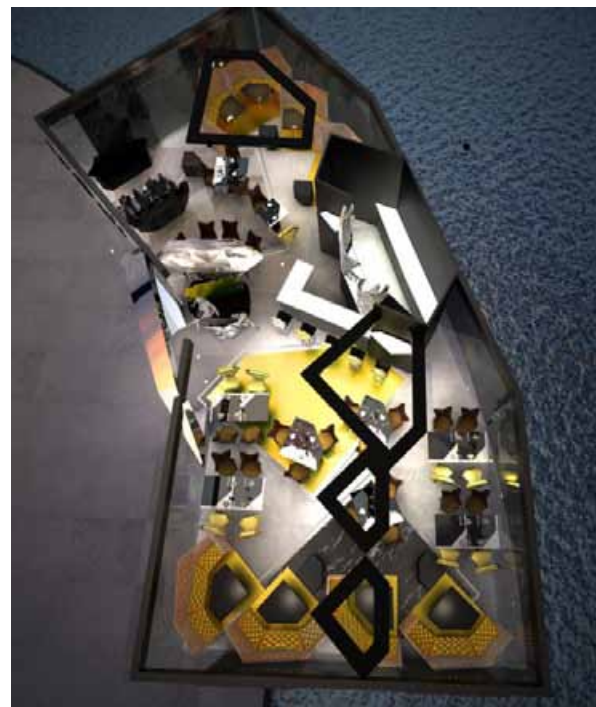


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Abu Dhabi Soft Opening



Abu Dhabi Soft Opening



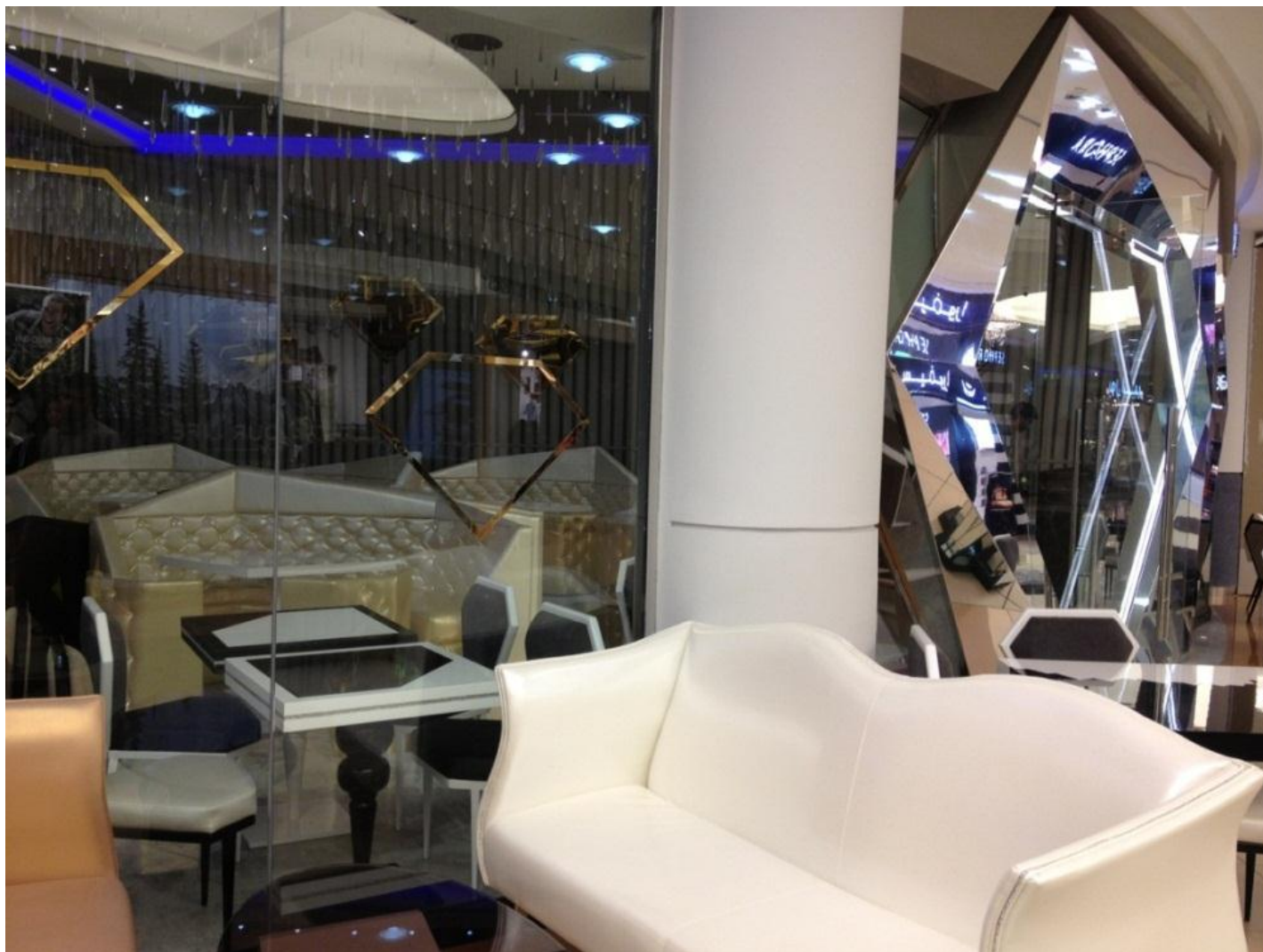
Abu Dhabi Soft Opening



Abu Dhabi Soft Opening



Abu Dhabi Soft Opening



Abu Dhabi Soft Opening



Abu Dhabi Soft Opening



Abu Dhabi Soft Opening

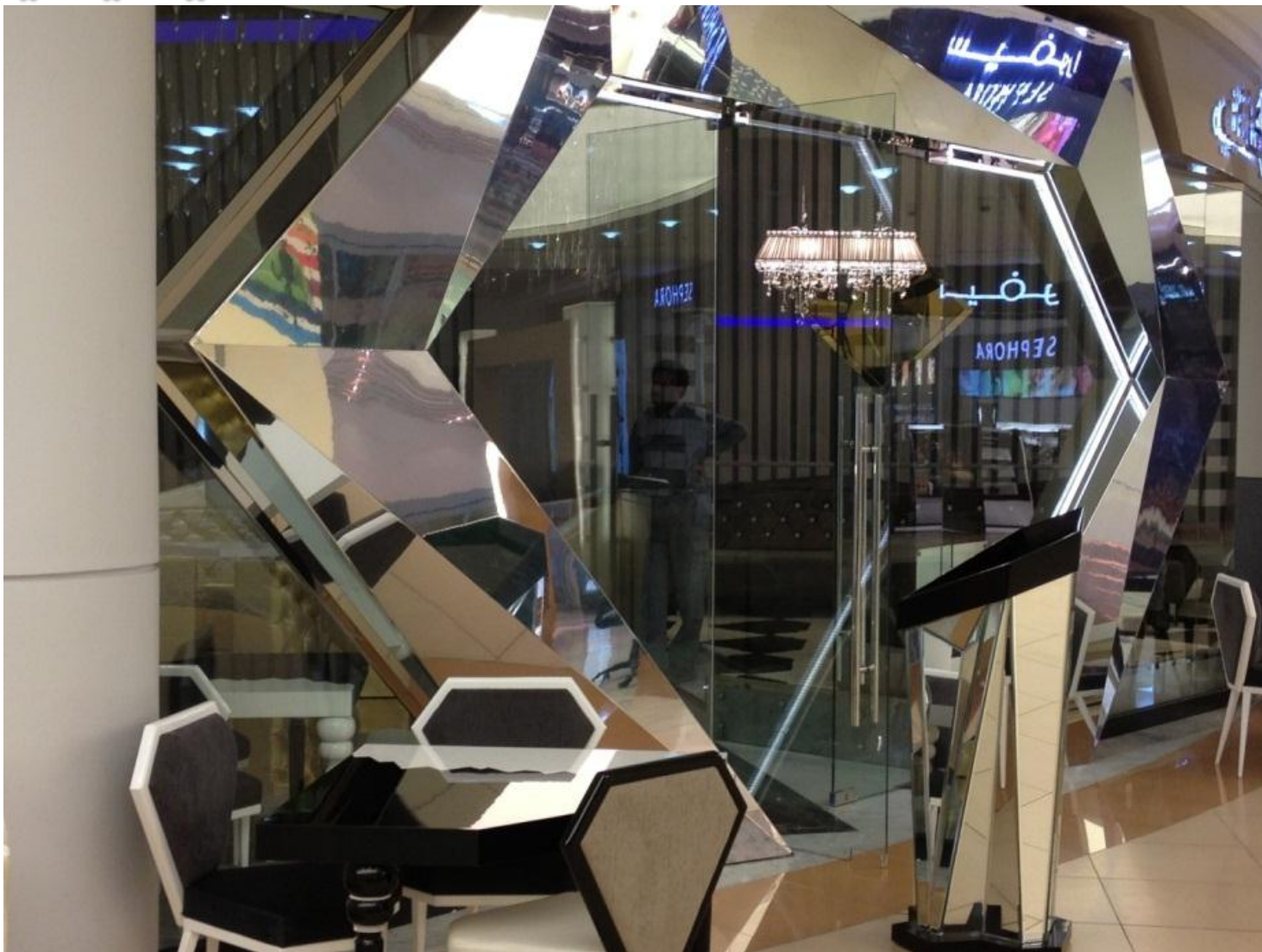




Abu Dhabi Soft Opening



Abu Dhabi Soft Opening

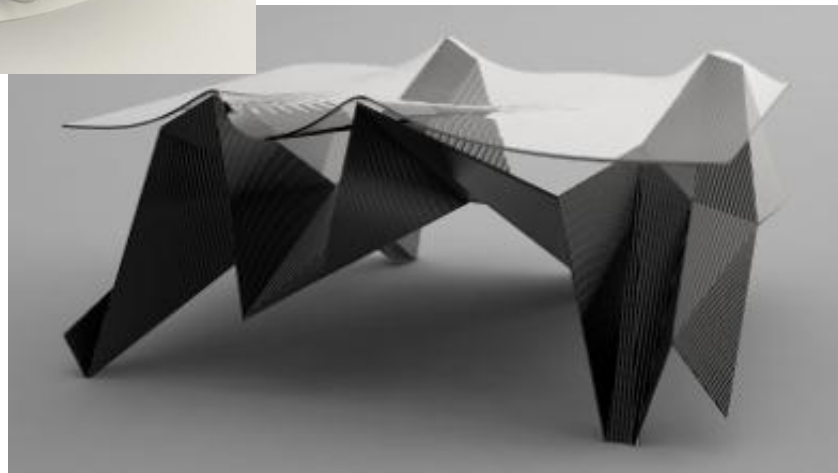
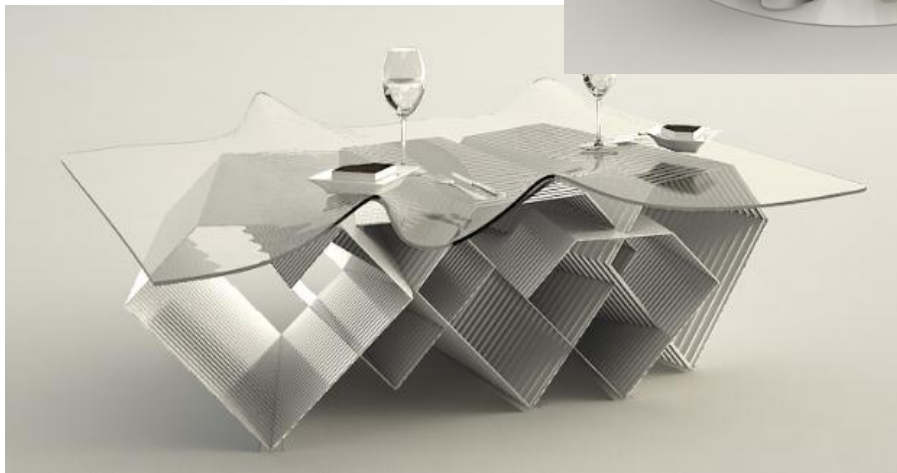
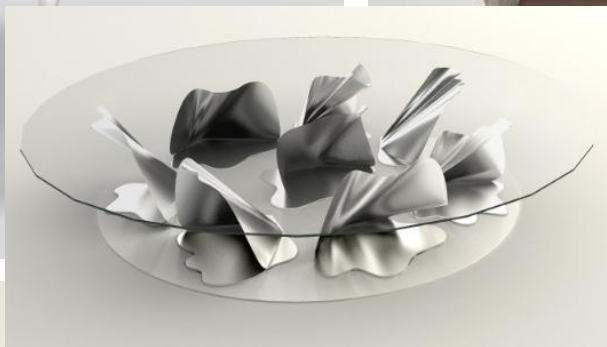


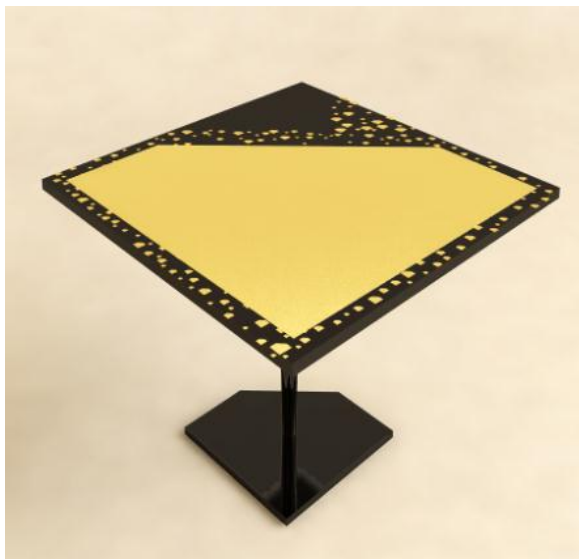
Sofas and Chairs by Michel Adam

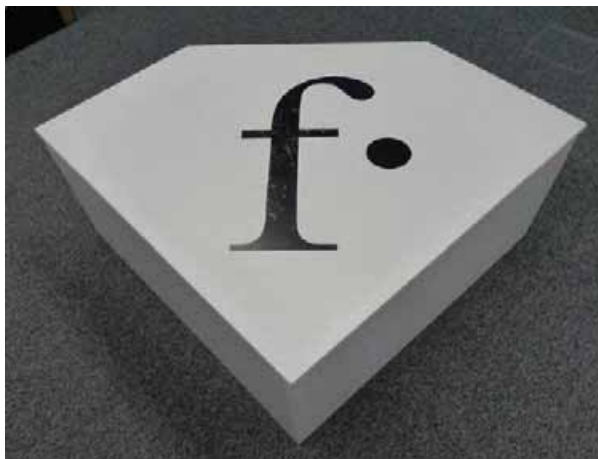


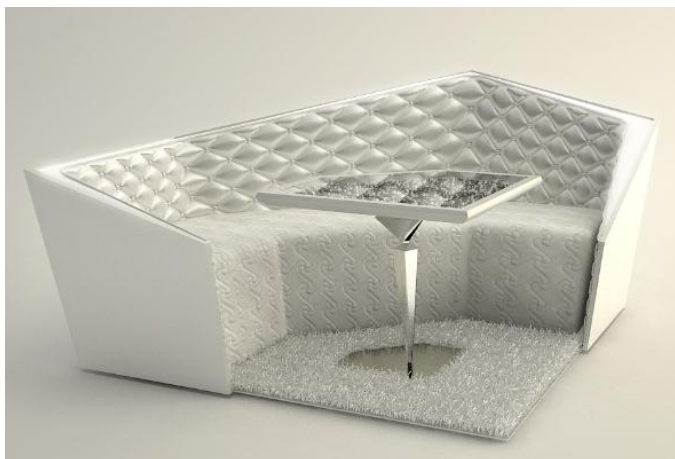




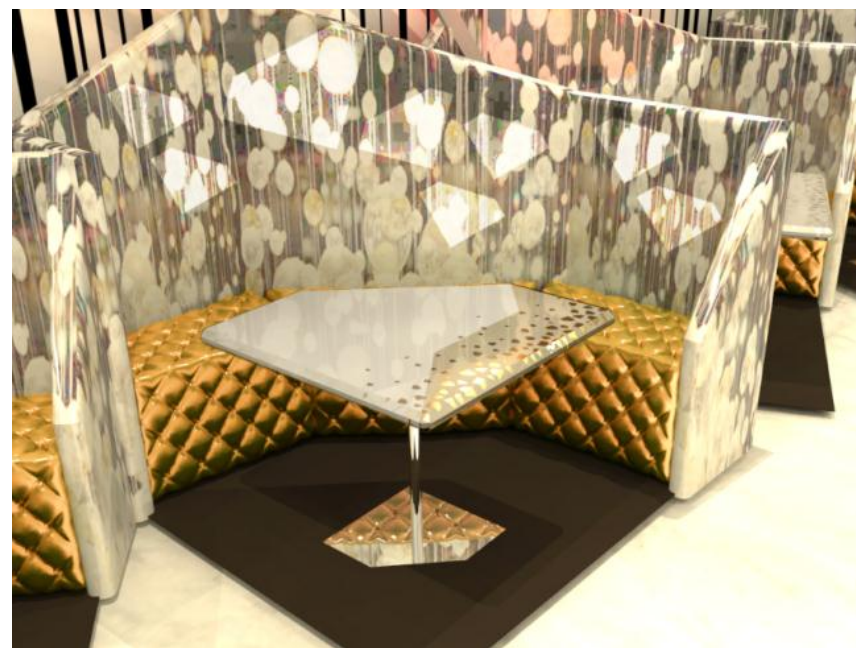
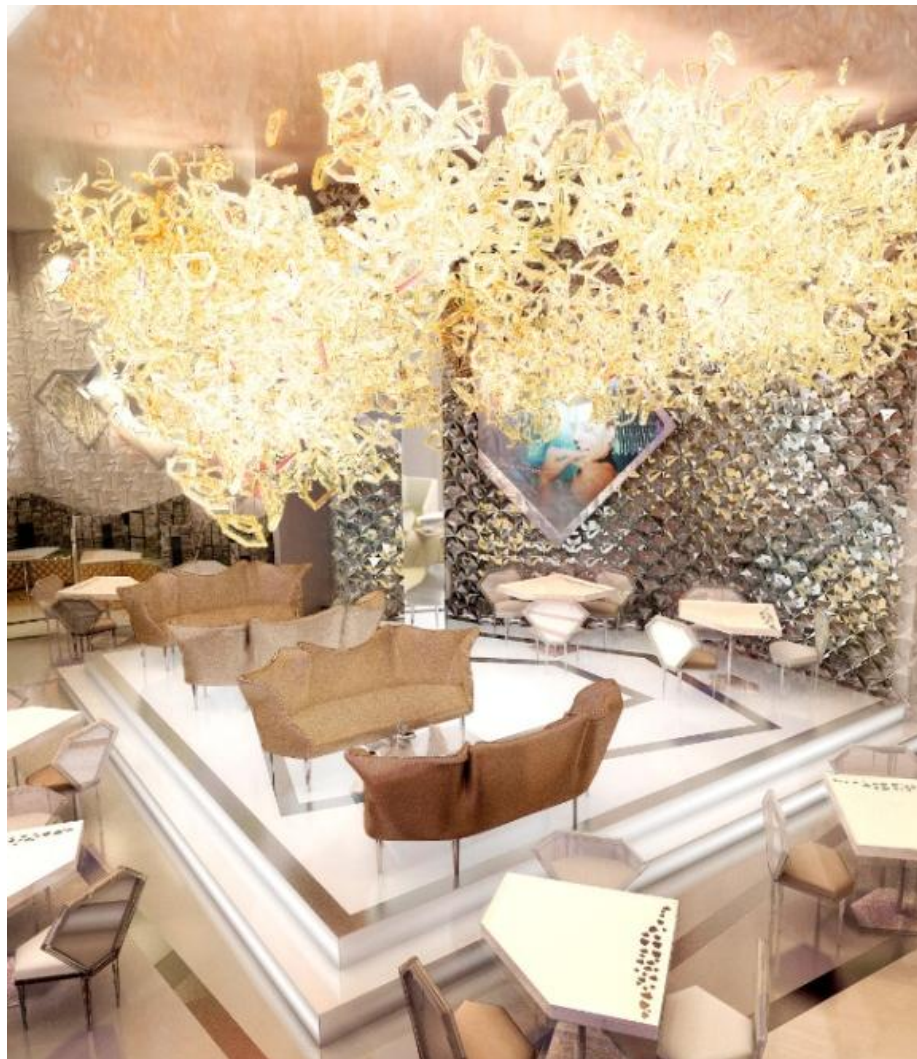


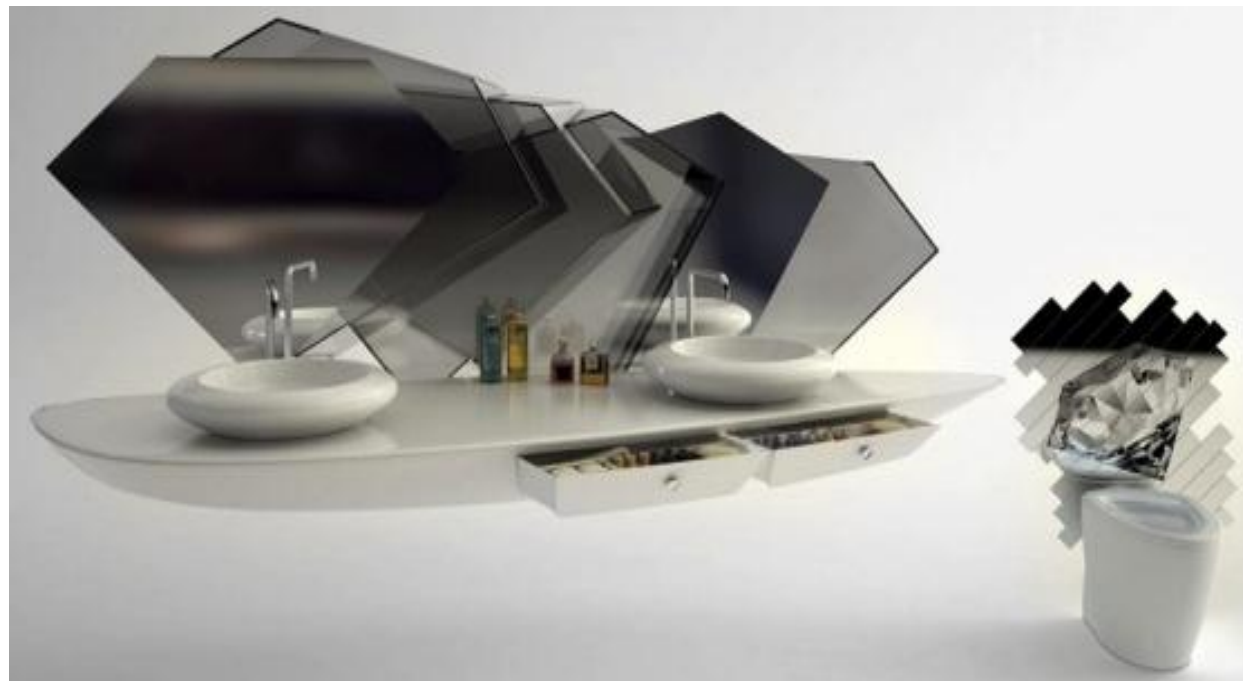








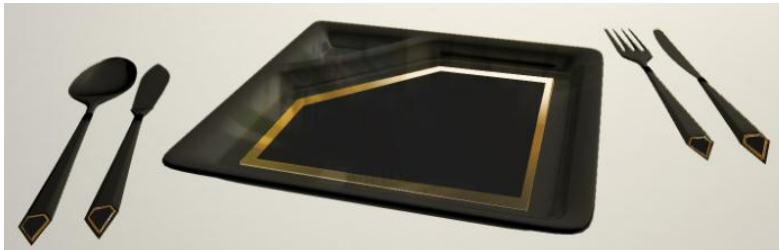






Cutlery and Extras





Cups and Glasses









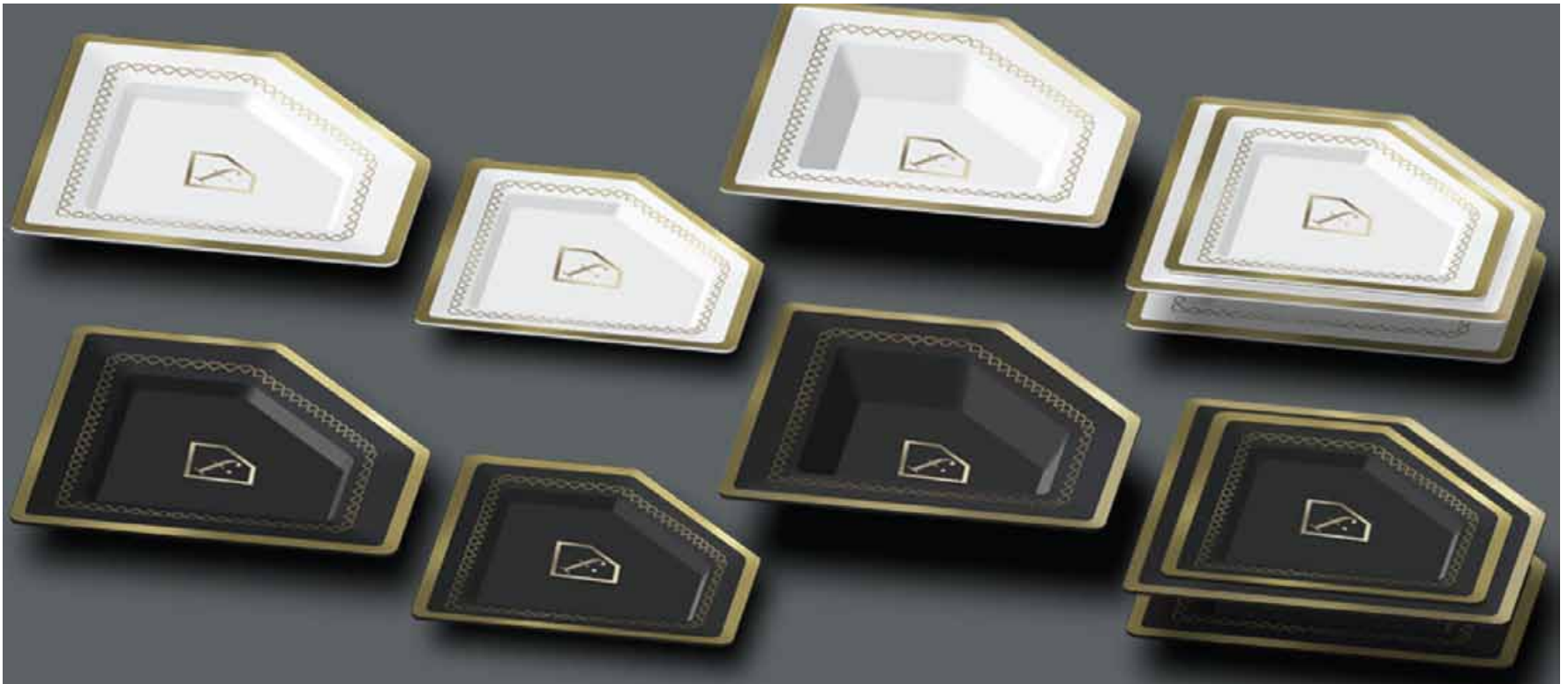
Cakes



Chocolates



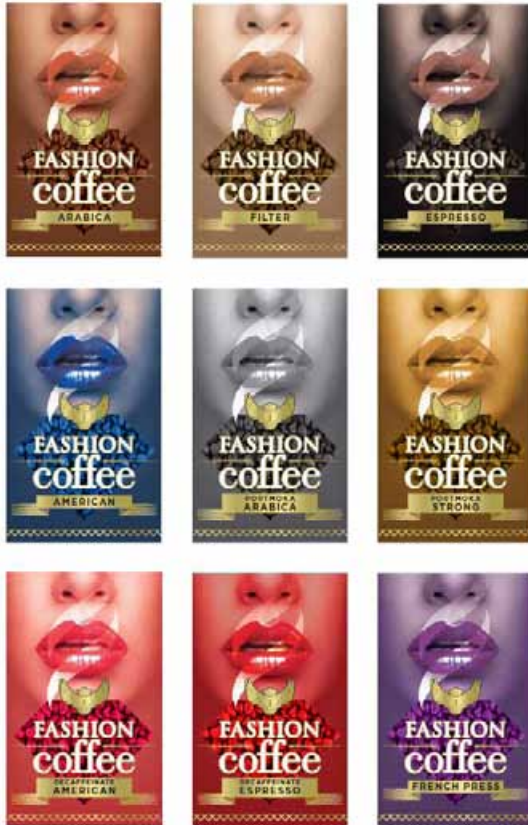
Plates



Coffee Cups



love **f** café
FASHION TV
V I E N N A



Coffee



love **f** café
fashiontv
V I E N N A

Tea



NEW YORK / LONDON / MILAN / PARIS

FASHIONWEEK PARTY

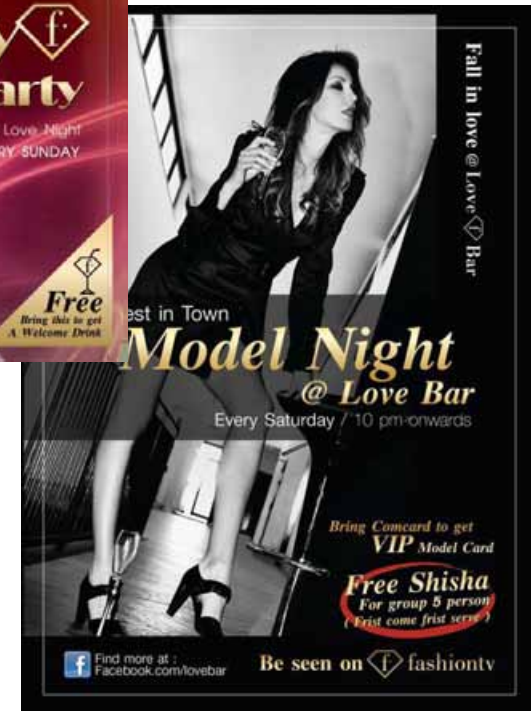
**CELEBRATE FASHIONWEEK
AT YOUR CLUB**



24.07.2013



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Example of Invitations to Parties





Line-up of Weekend Events

Programming for
Weekends at  Club,
 Bars,  Cafes,
 Hotel

24.07.2013

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

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**



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 scened 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


fashiontv
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
SPRING WATER
 FOR MODELS AND BILLIONAIRES

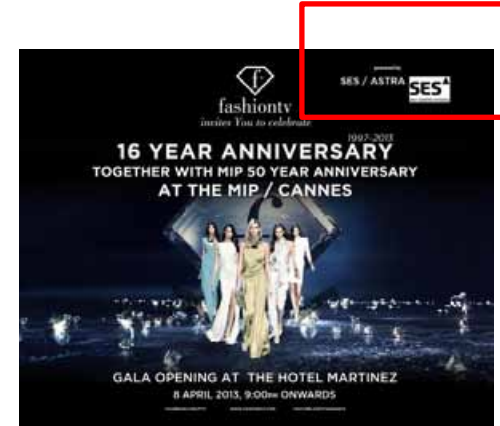




Fashion TV Sponsor Options

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, [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>
Fashion TV	611.215.295	41%	447.757	31%
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%
Total Fashion TV	611.215.295	41%	447.757	31 %
Total Others	372.307.764	18.25% avg.	379.156	87% avg.

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

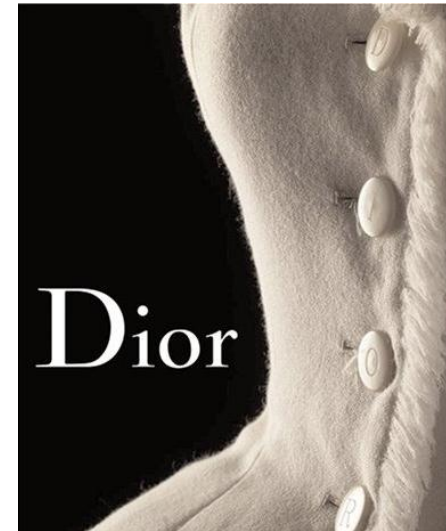


MCs should always say 'We love Volvo', 'Volvo is our passion' etc.

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

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

Example on FashionTV 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

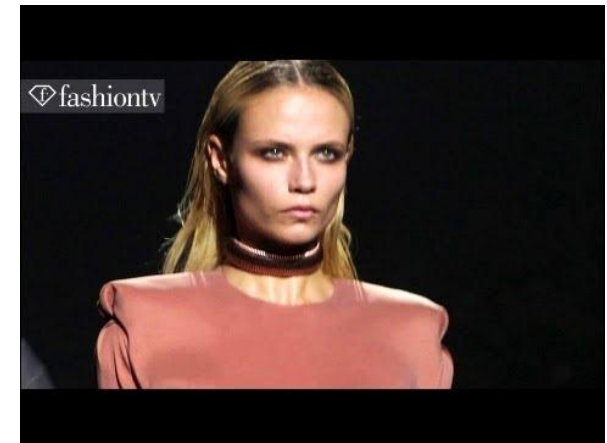


Facebook Top 3 among Top Fashion Magazines

<u>Media</u>	<u>Facebook Likes</u>	<u>Talking about it</u>
Vogue	3.740.266	80.765
Cosmopolitan	2.174.303	26.279
Fashion TV	2.034.855	35.184
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

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Victoria's Secret Weekend

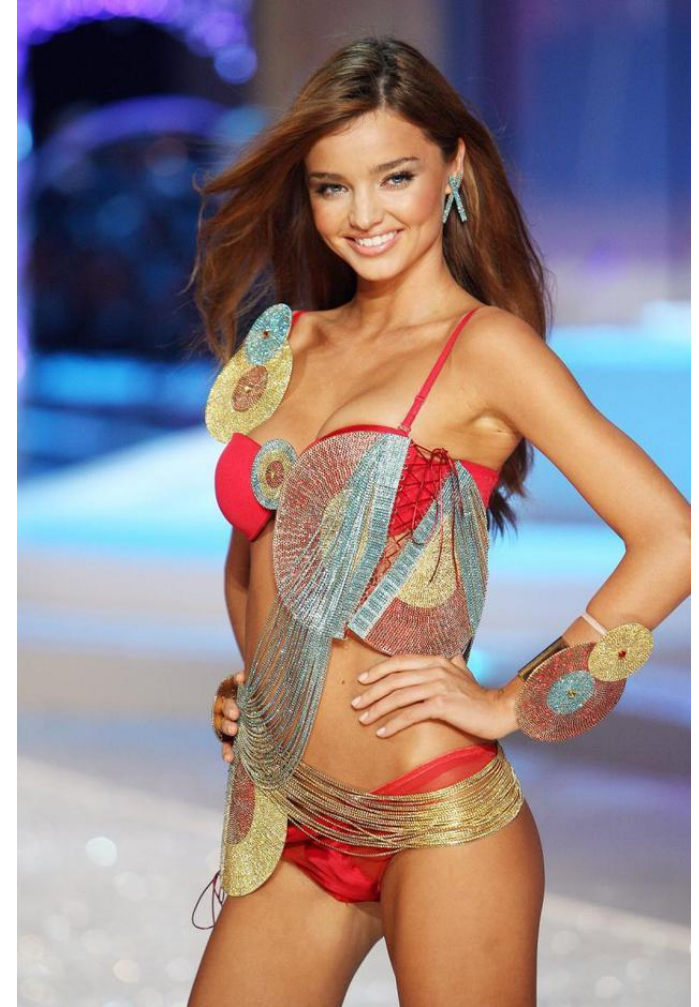
During the Famous Victoria's Secret Fashion Show period, there will be Party weekends dedicated to the show

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>
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

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 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...



Prayer Book of Love Bar



24.07.2013

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





Links to Love Café

Love  Café http://www.fashiontv.vg/wp-content/uploads/2013/01/FASHION_TEA.pdf

f. Beverages http://www.fashiontv.vg/wp-content/uploads/2012/11/F_BEVERAGES_LINEUP.pdf

f. Vodka http://www.fashiontv.vg/wp-content/uploads/2012/10/VODKA_BROCHURE_FINAL_2011_MARCH_PRINT_PAGES.pdf

f.18 http://www.fashiontv.vg/wp-content/uploads/2012/10/F18_BROCHURE_FINAL.pdf

f.88 http://www.fashiontv.vg/wp-content/uploads/2012/10/F88_BROCHURE_FINAL.pdf

Love  Café Accessories, Elements and Designs http://www.fashiontv.vg/wp-content/uploads/2012/10/love_f_cafe_combined_11-9-12.pdf

Love  Café Dubai Boulevard <http://www.fashiontv.vg/wp-content/uploads/2012/12/12105-Love-F-Cafe-Dubai-Boulevard-121005.pdf>

Love  Café Cairo http://www.fashiontv.vg/wp-content/uploads/2012/10/120817_Love_F_cafe_cario_2.pdf



Links to Love Café

Fashion Cakes <http://www.fashiontv.vg/wp-content/uploads/2013/01/FCAKES.pdf>

Fashion Chocolate http://www.fashiontv.vg/wp-content/uploads/2013/01/FASHION_CHOCOLATE_ALL.pdf

Fashion Plates http://www.fashiontv.vg/wp-content/uploads/2013/01/FASHION_COFFEE_PLATES.pdf

Fashion Coffee Gift Sets http://www.fashiontv.vg/wp-content/uploads/2013/01/FASHION_COFFEE_GIFT_BOX.pdf

Fashion Coffee Cups http://www.fashiontv.vg/wp-content/uploads/2013/01/FASHION_COFFEE_CUPS.pdf

Fashion Coffee Packaging http://www.fashiontv.vg/wp-content/uploads/2013/01/FASHION_COFFEE_CUPS.pdf

Fashion Tea http://www.fashiontv.vg/wp-content/uploads/2013/01/FASHION_TEA.pdf

All presentations can be found under:
<http://www.fashiontv.vg/>



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