



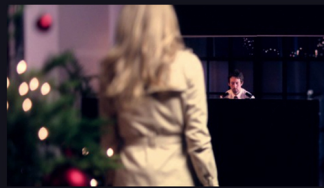
fashiontv

**THE HISTORY BEHIND THE TV STATION
THAT EXCLUSIVELY FOCUSES ON
THE PHENOMENON OF
TRUE FASHION.**

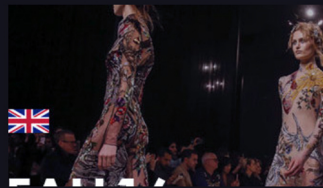
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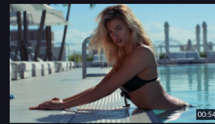
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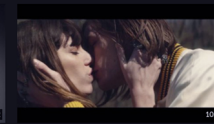
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ORPHEUS AND EURYDICE
2016-07-03

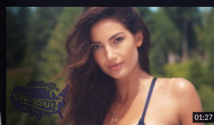


KATE MOSS FOR ALBERTA FERRETTI
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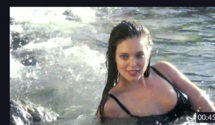
MIDNIGHT HOT



SI SWIMSUIT: SUMMER WITH ERIN HEATH
2016-06-30



LILY ALDRIDGE INTIMATES FOR SPORTS ILLUSTRATED
SWIMSUIT 2015
2016-06-16



EMILY DIDONATO TAKES YOU ACROSS THE SEA WITH
MAXIM
2016-05-01



BIANCA KOYABE FOR WORLD SWIMSUIT
2016-06-16



THE BEST OF ST BARTHS WITH CANDICE SWANEPOEL
AND MAXIM
2016-06-01



DANIELA LOPEZ OSORIO SHOOTS FOR WORLD
SWIMSUIT
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FASHION TV. THE HISTORY BEHIND THE TV STATION THAT EXCLUSIVELY FOCUSES ON THE PHENOMENON OF TRUE FASHION.

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Introduction

The theme of this paper is the history of TV station Fashion TV dedicated to the contemporary phenomenon, fashion. I took a job writing on this subject, because fashion is one of the main hobby and passion in my life. Fashion TV is the largest satellite mods worldwide. As the only station modal is always updated with the trends and takes an active part in the most exciting fashion events around the world. It is an inspiration for fashion fans. The work will be presented the history of the television station, bibliography founder Michel Adam Lisowski, a native Pole, and the development of the company, or any activity related to Fashion TV. This work has demonstrated that Fashion TV is a huge company known around the world, the best source of current information about the world of fashion, designers, photographers, big shows and everything that is associated with this industry.

The work is to prove that it is a popular television known to people in every age group, from different corners of the world. The paper used secondary sources such as information from people working for the Fashion TV in Vienna, a conversation with the founder and owner of the station, and conducted my survey on a group of 100 respondents, which shows the popularity of the activity in question Fashion TV.

Not established yet no book or scientific work about the company and the activities of Fashion TV. The state of research on the analyzed television fashion is very low. Activity continues to grow and is still quite fresh, even though this is already established huge success on a global scale. There is no scientific sources on this subject, because the only sources are mentioned above conversations with employees Fashion TV, Michel Adam Lisowski and analysis of websites Fashion TV contain very detailed information.

The work bears the title "Fashion TV. The history of television station devoted to contemporary phenomenon - fashion "consists of three chapters. In the first chapter we will discuss the history of Fashion TV, which includes sections such as information about Michel Adam Lisowski - his education, family, success. Push- will be presented to the genesis of the company. The logo will be under the sign of the diamond, which is recognized around the world. The next step is to present the countries in which it operates Fashion TV. Then will be explained as an important concept in this day and age, that is fashion. The last part of the first chapter is to discuss and present the features of television as one of the major media and to present the current situation on the market.

On the second chapter consists of topics and issues of Fashion TV. The figure will be fashion designers, Big Fashion Weeks in the world, the most popular and most often presented by on-air, famous models cooperating with that television and the results of my survey on the audience and the impact of Fashion TV on fashion and customers.

The last chapter of the escalation of Fashion TV, which is the company's development and any activity under the sign of the diamond, which consists of a network of bars, hotels, casino, drinks, spirits, water, alcohols, shops. It will also present a rich website and Fashion Magazine - Fashion magazine printed in Indonesia.

Chapter I. History of Fashion TV

1.1. Founder - Michel Adam Lisowski

Michel Adam Lisowski - French businessman of Polish descent, the creator of the station entirely devoted to fashion: Fashion TV, was born on April 16, 1950 in Warsaw, Mokotów. In many articles writing about Lisowski abbreviated as MAL, formed from the first letters of the name. Father businessman had Jewish roots. In 1940 he had to flee from

the occupied Krakow. Probably it saves him from death in a concentration camp. He escaped to Palestine. There he met and married Fanne - another refugee from Polish. After the war, my father Lisowski joined the Polish consulate. In 1946, the world came to Gabriel, the elder brother of businessman. In 1948, the father and his family returned to Polish. Two years later, the world came Michel Adam Lisowski. Father Lisowski was then a prominent official of the Ministry of Foreign Affairs and a staunch communist. MAL mentions that he lives in a well by the fact that his father held a high position. They could afford to buy goods difficult if available, eg. Banana, Coca-Cola. They could go on holiday to Zakopane. Other children do not have those resources. In 1958, Adam and his family left Poland. They settled in the capital of Austria - Vienna. Lisowski finished American high school in the city. He was a good student- won a scholarship at the Faculty of Mathematics very prestigious Princeton University. Even when education had a flair for business. Founder of the first station more money earned at the age of 29 years. Because then he founded a company that dealt with the unloading of ships using gas-filled airships in Saudi Arabia. His next business was that it became a shareholder and managing director of The Eden Group. Headquarters also housed in Vienna. The company engaged in the production of T-shirts, boxers, pajamas, socks and hats with disnejowskimi prints. These things were produced in Thailand - Bangkok. They were sold in Europe and the USA. The company employed more than 4,000 workers. The Eden Group was one of the greatest experts of textile and clothing in Thailand. When in 1996 there was a financial crisis, Thailand, Adam Lisowski decided to sell the company. Then he moved to Paris, where a lot invested in real estate. In the French capital club opened the Vogue Cafe, which has become very popular among people interested in the fashion world. The next step in the development of business was to establish Faschion Cafe. It was a meeting place for community fashion. Bar under the sign of the diamond. At the bar Lisowski showed video from a variety of fashion shows. He noticed a huge interest in this type of shows. His head came up with the idea of creating television dealing with the topic of fashion. He decided to launch Fashion TV. The largest number of customers came from Eastern Europe, India, Turkey and China. Businessman recalls: "They came and designers showed video shows. People ate, and the screen show. Suddenly, the bar has collected a stack of videotapes hundred different designers. I felt the deal. I rented a place on the satellite and made Fashion TV. To show the world what fashionable people wear, what Gucci is doing what Prada is doing what on the party involve and who is

coming. To the designer in Tokyo he knew what was going on in Milan. Well, that men fond of pretty women have to look at. "

Owner television fashion became a billionaire. He always had a flair for business, in which his innate intelligence has helped him. Often grants disarmingly candid interviews in which he confesses that he loves luxury - luxury yachts, sleek limousines, large surfaces. Lisowski jokes that founded the television, which constantly are shown models in order to "men fond of nice ladies have to look at." He likes to cause controversy and scandals of various kinds. Lisowski likes to make noise around you and be at the center of interest. Fun is his way of life. Making money coupled with fun is the fulfillment of his dreams. Although the businessman often guests on the different kinds of conviviality and ventach is an ambitious person never forgets about work. Businessman often boasts of its prosperity and wealth. Eagerly talks about his yachts, many expensive limousines, or on their estates can say scattered in the world, eg. Hotel in Bali. As already mentioned, Lisowski primarily known for its conduct of luxury living. At parties he organized visitors a huge number of beautiful models. Lifestyle that leads made that circulate stories and legends about it. Many people dream about to host for events that it organizes. Everyone knows that there is always the so-called elite modal from around the world. Michel Adam Lisowski is a very intelligent person, with a head full of ideas. Develops business, enjoying the luxury and the company of many interesting personalities. The following will be presented to the founder of the picture.

In 2011, more precisely on March 18 Pole married Marie Mogsolova - Russian ballerina and model. They have a daughter Eve Athene. This year their daughter celebrated her fifth birthday in Fashion TV Cafe in Vienna. The billionaire was once married to a Hungarian, but the marriage broke up. She wanted to sit at home with her daughter, Lisowski such a prospect seemed too boring.

Polish millionaire beyond luxury and events do not forget the show of warm hearts in need, so shall also be granted charitable giving generous donations to a variety of charitable purposes throughout the world. Businessman stays in many places almost simultaneously, continually travels. It is an interesting person in the world, can not sit still in one place long. However, his

main place of residence became Vienna. The rapture of life and created the station provides the ship, wearing what you see in the picture below, the name I love Fashion TV.

Businessman very praises itself its 80 meter yacht. Boat finished with mahogany and marble. It has 10 bedrooms, a concert hall, a swimming pool. Among his favorite achievements also include Austin Martin, Rolls-Royce Phantom and houses scattered throughout the world.

Favorite and most often elected by brands Lisowski, except, of course, a collection of own production, are Versace and Gucci. The most common is seen a pants Versace, Gucci shoes and jackets presented at the Haute Couture, tailor-made, decorated with diamond which forms an integral part of Fashion TV. Style businessman is a classic sprezzatura, Italian style - nonchalance. Sprezzatura which way to wear clothing with a touch of carelessness. It is important to show who is the boss, in this case the man or his clothing. A man should wear clothes, not clothes "to wear a man." The new style is a combination of style and comfort. This selection entirely correct and elegant combination, but in such a way that it looked almost like sportswear.

MAL assists in his career many girls, in his opinion, beautiful and with potential. It offers the performance in fashion shows, aired on Fashion TV, calendars, and participate in the contest Miss Fashion TV, for several years organized in Cyprus. As a result, girls have a chance to appear on the international arena as a model.

Society Lisowski is widely developed. His best friend is a famous Italian fashion designer Roberto Cavalli. Also, even his friends are chosen in terms of common lifelong passion, which is fashion. Cavalli motto is: "I keep making dreams. Every one of us needs to dream. We must keep on dreaming. ", Which means" still creates dreams. Each of us has to dream "and" a dress can change your life "- dress can change your life. Lisowski also strongly adheres to the motto of those in your life. It is believed that the most important is the realization of their own dreams, because it makes people happy.

Not only the television, but also the founder himself became a popular person. He gained the sympathy of many people. On the web you can find many of his fanpagów the latest information from the life of the owner of the station. Among them is even information that this year he will be celebrating his 66 birthday in Fashion TV Cafe in Vienna.

1.2. Fashion TV was founded in 1997. Currently, the station is received in about 300 million households. The station is broadcast in more than 200 countries on 6 continents. There is

satellite mods with the largest coverage, with 60% of buyers are men aged 35 to 54 years. Fashion TV is the exclusive television. It can be seen in many places such as the best, the most expensive clubs, fitness clubs, hair salons, restaurants, bars, airports, centers Wellness & Spa and at railway stations. Fashion TV gives clock. Presented are a few minutes clips from major fashion shows. Very often, it looks that some variety of clips from various shows are assembled and presented as a whole. An example is the story of Burberry, which has been repeatedly presented aired on Fashion TV. In Poland, Adam Lisowski channel is available on all digital platforms, many cable networks, and also in unencrypted satellite transmission. The image is broadcast in 16: 9 format SDTV. In 2005, the owner of the company has expanded its business by Fashion Men. Fashion TV is for those who love fashion and the latest trends from New York, Paris, London, Milan and towns similar in terms of fascination with fashion and trends. That everyone has access to that television producers they decided to open a website. Michel Adam Lisowski called the requested page website descendant Fashion TV. Television presents fashion shows, interviews with well-known personalities from the world of fashion, relationships with shopping malls and any other information related to the environment. That television offers anyone who is fascinated by fashion, something interesting. A special feature of Fashion TV is the publication of photos and videos uncensored inaccessible to ordinary users. These materials belong only to members DIAMOND CLUB. This club is very popular. Held Fashion TV is a huge ship called the Black Diamond. It became a tradition that during the summer the ship hosts many events and fashion events. Host people on the ship are friends of the owner, model agency, film crews and photographers. Cruise takes place in the Mediterranean between Ibiza and Sardinia.

Since 1997, Fashion TV adapts to the requirements of its customers an impressive number of channels. Fashion has become an obsession for many. To attract even larger audience TV shows on your station and website rankings best-dressed people, including actors, singers and others. It is about awakening the interest of a large group of people, which is beneficial to the popularity of the television station. Lisowski knows what to focus on to attract attention and hold on to multiple recipients. Website of this television has over one million page views each month, which testifies to the extraordinary success of TV fashion. It is seen in almost 350 million households worldwide. The channel is an extensive topic. It offers more than 300 subjects in each season, such as fashion, life models and modeling, hair styling, makeup making presentations fashion designers,

celebrities and relations with catwalk on the red carpet. FTV main slogan is "I see it first on Fashion TV," or "I can see it for the first time in Fashion TV."

TV wants to have maximum exclusivity, which is why so much money is invested in yachts, clubs, F VODKA, hotels, bars and the like. FTV channels on their shows Back Stage, Midnight Hot, Focus On. Cable wants to grow so presents all the variations of fashion, showing the whole business from all sides. Thanks to Back Stage, people can see the shows from the kitchen. Midnight Hot is somewhat ryzykowniejszym variant. Models and models are shown in sexy scenes, during which they present underwear. The focus on, you can see more professional things, such as the approach to the profession or documentation of the biggest fashion houses

Adam Lisowski admits that founded the Fashion TV with trivial reasons. I just wanted to have a luxury every day. Repeats that loves music, beauty and the good atmosphere and positive energy. This is the secret that makes up his television and brings him fame and success. Fashion is a brand that symbolizes the diamond. Television builds the brand. Fashion is a real network of hotels, bars and shops.

From the very beginning the company is considered the best television mods that meets all the standards of fashion and standards of broadcasting channels. FTV is the only popular television which is equivalent to fashion print media, which are presented current trends, styles and beauty. Television understands the needs of customers and acts to satisfy them by providing original, unbiased information that is not presented in any other antenna. Television invests in unique designs, so committed to work many well-known, global brands. The main slogan of the company, which is repeated and appears at every opportunity is I LOVE FASHION TV. Below the picture you can see the slogan of the company.

Michel Adam Lisowski, Fashion TV Assuming made fashion fans a great gift. They constantly watch the latest trends, runway, to know the thoughts of the world-renowned designers. Bisnesmen is nothing short of incredible visionary who monitors trends in the world and educates people how to dress.

Just like any beginnings so if Fashion TV was not easy. Initially, it was a kind of experiment, is now an industry that employs a large number of people around the world, has many offices, correspondents, agents, pijarowców, models and many other engaged in the business of Fashion TV people.

Krzysztof Surgowt, who worked as the head of the Polish branch of the satellite operator Astra range covering over 80% of Europe believes that Fashion TV is the "swan song." He says, quote: "Who would have thought that a few years ago, something as trivial as a more or less dismantled models on the catwalk anyone interested? But men with different motives viewed. Expenditures were minimal: the girls on the show go free, one camera gives a general plan, the second - close and already all costs. There was no need to do a number of languages. Most have cost the purchase of capacity on the satellite. At the beginning of brand recognition Fashion TV it was very high. But ten years ago there was a crowd on the cable, so Fashion TV has entered the market as butter. Today Telepi in kablówkach as marginal channel, which has all bandaged up. A girl in lacy panties are everywhere nowadays. " Fashion TV has gained fame throughout the world. Lisowski had a really great idea assuming OWA television station.

This TV makes money primarily on:

- Reklamach- usually presented brands such as Absolut, Bacardi, L'Oréal, Swarovski, Mercedes Benz, Sony
- Online Store - clothing, jewelry, cosmetics, CDs, books
- rights to broadcast via mobile phones

Lisowski is open to all development and cooperation when it comes to the welfare interests. Tempted to even work with gay clubs. He wants to make as much knowledge and make access to Fashion TV was every person on all continents.

This year, on April 15 Fashion TV celebrated its twentieth anniversary.

Fashion TV is called a satellite under the sign of the diamond, as it is, as seen above, diamond is one of two used symbols to represent the company. The most recognizable trademarks for the entire range of Fashion TV is the logo of wings growing from the diamond symbol with the letter F in the middle and a crown on top. All goods and services produced or offered by Lisowski are marked with this symbol. Diamond has become a symbol of the Fashion TV mainly because that the gemstone associated with luxury and wealth. In addition Lisowski says that "All people want to have a diamond." In the same way be perceived Fashion TV and all related activities. The name diamond comes from the Latin words: diamond, which loosely translated means undefeated or are indestructible. These words are associated with satellite mods. Pink diamond indicates the network of shops, hotels and bars, which is the symbol of the achievements of Adam Lisowski. Fashion TV is a reflection of being a glamorous, sophisticated, fashionable and wanting to experience the luxury. Very interesting explanation is the use of the wings and crown logo of the brand. As I said Lisowski comes from Polish, but he went on emigration. Although not raised in Poland, he feels a Pole and a great patriot. The idea of accompanying the inventive use of the wings and the crown is little known to anyone, which is a pity. In the Polish coat of arms bears an eagle with a crown on his head, and therefore the same symbols in the logo Fashion TV. They have to show that Poland is in the heart of the brand owner. Although hardly anyone knows about it, it is Fashion TV is closely related to Polish. The main thing - that is, its logo, is what everyone sees, is located on each product and is recognizable, is directly related to our country. Sign diamond surrounded by wings symbolizes the aforementioned luxury and class. These logos are very carefully thought out. Perfectly reflects the fashion, chic and elegance. In addition, the wings are often associated with Victoria Secret- world-famous brand

1.3. Fashion TV headquarters are located in Paris, London and Vienna. Fashion TV is the world leader in multimedia network in the world of fashion and elegant lifestyle. Suitable

for more than 60 satellites, 530 TV platforms. It is a version for playback on mobile phones, IPTV. It has over 20 million monthly page views on the Youtube channel. Television broadcasts in 193 countries. Moreover, it is played in public places 7 million in 5 different continents. It is the only television station, which broadcasts 24 hours a day. There are many topics, fashion, beauty and lifestyle around the world. Fashion TV all the time goes forward and expanding its business. He has millions of followers on Facebook, Youtube, Instagram, Twiterze, Myspace and other social media. TV goes with the times and wishes to be active in areas where people now spend the most time. List of fans portals continues to grow. Television has aroused great interest. The channel is broadcast from Israel. Another countries where suitable cable under the sign of the diamond are:

Tab. No. 1 countries broadcasting Fashion TV

South America

FTV is available on DStv channel 184 and on the newly launched TopTV

Argentina

TV was available in the years 1998 - 2011, later ended contract.

Australia

channel was available on the Foxtel Digital Subscription Television and Austar channel 123 and channel 95 - Midnight Hot. From 26 February 2012. Foxtel and Austar no longer offer FashionTV, but it is still transmitted via IPTV supported by Fetch TV. The reason that was

removed from FTV Austar and Foxtel is not known as FTV was the highlight of the Australian television

Asia

channel you can watch live via satellite free-to-air on AsiaSat 3S. The channel is available in the whole of Asia; Nepal, India, Pakistan, Vietnam, Singapore, Hong Kong, Japan, Sri Lanka, Indonesia, Malaysia, the Philippines, South Korea, Taiwan, Thailand and Mongolia. In India, the channel is available on all services, satellite television and by all the cable operators. FTV suspended broadcasting in India for two months in 2007 because it will be presented too scantily dressed models during the program Midnight Hot. In 2010, the channel has been suspended for ten days, as the TV showed a topless model, which is inconsistent with the confession prevailing in India. In China, the channel is transmitted through Koolanoo Group, who also are the owner of online rights for the entire region. FTV is broadcast on multiple channels websites such as PPLive, 360Ftv.com, Shimaotv and many others

Belgium

channel is available on Proximus TV, Telenet and VOO through IPTV and cable TV via satellite DVB-S on Astra 19.2 ° East.

Brazil

started August 6, 2007 by Turner Broadcasting. In 2011, the company terminated the agreement with the owner giving rise Glitz. BoxBrazilTV renewed the agreement in September 2012 with the operators SIM TV, TVN and ViaCabo.

The Czech Republic and Slovakia

channel is present almost everywhere: UPC, O2TV, Orange, T-Systems Magio, RioMedia, Slovanet

Italy

489 channel Sky Italia

Israel

HOT channel 49, channel 67 YES

Middle East and North Africa

broadcast on pay-TV HD and OSN Network channel 225

New Zealand

to 2004, the channel was available on SKY Television Network channel 066. The channel resumed 18.04.2005.

North America

available on wireless MobiTV and Sprint TV. Live can be viewed only on the website

Pakistan

emitted by a group of ARY.

Portugal

Portugal - channel available on AR Telecom, Bragatel channel 45, Meo channel 101, Tvtel channel 54, ZON TV Cabo channel 73

Philippines

Channel is available on SkyCable channel 108, Cablekink channel 66. In different cities is different television broadcast. In some Fashion TV Asia in other Asia Sat 3, Fashion TV India

Serbia and South-Eastern Europe

serbijska FTV is called Fahion TV See- FashionTV South East Europe. Television broadcasts from 24.11.2008 year also in Croatia, Slovenia, Bosnia and Herzegovina, Montenegro, Macedonia. 30 percent of the production is carried out by local productions

United Kingdom

UK viewers can watch the channel via SKY

United States

from September 2011, the channel is not available on any satellite. It is only available through the website [ww.fashiontv.com](http://www.fashiontv.com)

Thailand

viewers can watch Fashion TV India, Fashion TV Asia, as well as on True IPTV in Thailand

Turkey

Digiturk Channel 110 and HD Channel 394

Latin America

channel was liquidated

1.4. It should explain the concept that this work will often be repeated - fashion. The word comes from English and means fashion. Fashion can dream emphasizes social status, it gives the feeling of being special. It is a way of expressing their personality, and more importantly, a huge pleasure. For many women, however, still it remains a challenge, something incomprehensible and undiscovered. It is a psychological need to follow others and identify with people from the world of fashion through clothing. Fashion exists in many areas of social life. It sees its roots in the concept of "style", but can not be regarded as synonymous with the style of fashion. The word fashion refers primarily to clothes design, now referred to as designowania. Fashion also means following the designated standards. In fashion styles many times repeated that existed many years ago. Fashion can not be defined in one category and clearly and objectively interpret it. There are proponents and opponents of fashion. Some consider it madness, unintentional follow the promoted trends. For others it is a way of fashion and the meaning of life, the ability

to express themselves. Today, the fashion industry is huge and still growing. Followers of fashion just arrives. Therefore, numerous movies, blogs, Youtube channels about fashion, what you will learn in this job. That industry provides jobs for many people. Among these people are models, fashion designers, photographers, make-up artists, stylists, tailors and many other countless professionals who give even greater fashion sense. Through the creation of many agencies you can see how fashion becomes important. For example I Fashion Model Directory, it is an online database of modelkach, clothing brands, agencies, models, fashion magazines and fashion designers. FMD is one of the largest databases in the world of fashion. That database exists on the internet since 2000. And since 2002, was adopted by the British Fashion One media group Groupe. Fashion is not only attractive clothes. Fashion has also become a vacation in exotic countries and also fresh food. But this work will be devoted to fashion for fashion houses presented by Fashion TV. Shown are the smallest details from the world of fashion. Selecting trendy things is a state of mind. Buyer experiencing happiness and fulfillment purchasing clothing, accessories, presented on the pages of well-known fashion magazines, bloggers and Fashion TV. Following fashion has become a hobby for many people. Not without reason, there are fashion capitals such as Paris, Milan, London or New York. These cities are famous for their interesting and boldly dressed inhabitants and streets filled with a variety of brands, stores, visited by crowds of hungry customers fashion challenges. Fashion has become so popular that created the concept of Slow Fashion, referring to a reasonable buy. This is the opposite of mass marketing and production. Here it is placed on somehow, not quantity. Slow Fashion also refers to the ecological aspect - it preserves the principle of protection of the environment during the production and sourcing of materials takes place in a non-invasive way for nature. Fashion meets several objectives, among others, the following functions:

Practical - a shield against the cold,

- meets the goal of ethics - you have to respect the intimacy of their own and others, you can not provoke, and you have to keep the rules of decency,
- decorative function - clothes enhance human dignity, express its identity,
- Sexual function - clothes draw attention to a potential sexual partner,
- representative functions - fashion represents the position of a man, a professional position, his views of life, worldview.

Well-known adage: "What you see is what you get" .However, it can sometimes be misleading. Other well-known proverb says: "You should not judge a book by its cover."

For Lisowski fashion is primarily work but also entertainment and a pleasant way of life in luxury and the ability to rotate in a circle of beautiful women. It is famous for the organization of huge events for the fashion environment. Favorite billionaire brands are Gucci and Versace.

Many women take care of themselves. Due diligence on dress, comb in paint. But they do not go beyond certain patterns. There are individuals who have gone beyond the specific framework and have become icons of fashion. These icons created his own style, who want to imitate the thousands of people around the world. This icon is for example Coco Chanel. Despite the intervening decades he has always remained on top.

Designers are held accountable for their works. In magazines and on TV, you can see a lot of women and men wearing costumes, created by celebrities. Fashion affects the lives of many people making them exciting. Today, fashion is promoted everywhere. There is a huge demand for it. People attach great importance to what they put on themselves. There are many fashion blogs, magazines, profiles, Instagram and other social media. Fashion has become a really top theme. There are a lot of styles, from classic to street style.

In fashion stands out a lot of styles. They are difficult to clearly enumerate or grouped. Often one hears that how many people are on the street, there are so many different styles. There are also a whole bunch of people who do not represent any depth an explicit style. These people buy just what has been promoted by the national chain, newspapers or blogs as currently prevailing trends. In the last few years the fashion industry has been revolutionized by the emergence of blogs fashion. Many people decide to simply comfortable clothes in which they feel at ease. Thus form their own unique style, which consists moreover, personality, way of being, and any other individual features.

Although there are many styles of fashion, however, it has been singled out a number of the most popular, which is inspired by a lot of people and that set the hottest trends. The most famous fashion styles are:

Classic style - it is characterized by elegance and simplicity, is versatile and always fashionable, the predominant colors are blue, white, burgundy, brown, earth tones and pastels

- Style Glamour - a variety of elegant style, this style is characteristic of shiny materials, sequins, a large amount of jewelry and shiny extras
- Style BOHO - a combination of styles with a hint of hippie folk and romantic, color is diverse,

- style rock - a very brave, dominated by the color black, red, frayed jeans or tights and hardware add-ons
- Style Feminie - this is the style that expresses one hundred percent femininity, gentleness and subtlety
- Style PIN UP - this is a very sexy oldschool
- Sporty style - comfortable and loose sporty style, simple styles, comfortable material
- Style Glam Rock - characterized by a rock gleam and sex appeal
- Style Sporty- Glam - a sporty styling with the release of Glamoru
- Preppy style - seen in American colleges, the combination of classics, snobbery and designer clothing
- Style Boyfriend - masculinity in women's release
- Style Military - the military stylizations inspired trend for autumn and winter
- Retro style - the style of the 40 '50' 60 '70' and 80 '
- Sophisticated style - a combination of luxury, elegance and sophistication
- Style Goth - total dark femininity
- Vintage style - that is, a return to an earlier era in the fashionable style, it is characterized by extravagance

It is the multiplicity of styles is the main factor that characterizes fashion

Interesting fashion is that there are the numerous modifications and a large wariancyjność. However, there is a risk that what is trendy today in a few weeks will be passe. With a little creativity, you can create some really great projects.

In fashion, it is important to take care of the details. Footwear is very important. This is what it can completely change out fit.

In the "dictionary of fashion" by Elizabeth and Andrew Banach appears definition of fashion: "Fashion is limited rather to mold our behavior and is constantly changing desire for assimilation in symptoms of collective life. The scope of his time wants to include not only the appearance, but also views. (...) But fashion does not require action, suffice her words. And because they are interested in shape, and not content manifests itself best in the clothes, the clothes, including the packaging of the human body, and perhaps his being. Fashion widespread, not demanding, as you know, absolute obedience, but on the contrary - rather works within its guidelines. "

Fashion has its own conditions. It is immersed in history, that is why different fashion in Asia, and quite another best in Europe. The relationship between fashion and human achievements of its traditions changes only Americanization. The fashion industry are related to customs, for example. Habit of wearing a hat on his head and the fashion walking bareheaded. The custom, which is striving to keep the old forms, and the fashion is to replace these traditions something new.

Fashion is a kind of form, through which expresses a lot of content and enhances many aspects of his life. Fashion is supposed to reflect the mood, the atmosphere of the place, social status, role in life, relationship to other people, environments, events. The ability to properly dress the situation is almost an art. Big fashion houses, designers, magazines, media, lansujący new trends is a big industry, but also manipulating people. The easiest way succumb to the people in their teens, and therefore on the shelves prevail clothes in sizes S and XS. The power and the power of fashion is so great that not to depart from their peers, each trying to trendy outfits have. Fashion enforces a certain lifestyle, behavior and thinking. Once it was said that the most beautiful adornment of the female body is modesty, currently modest clothes are not in fashion, it does not bring profit in life. The new fashion is one that is increasingly discovering the body.

1.5. Television is a field communication, which transmits moving images and sound from a distance. By using cameras and microphones recorded signal, which is transmitted to any location covered by the transmission range. The signal is received by the television set, and then is processed in the image and sound. The first television broadcast was given from London to New York. It was held on 27 th January 1928. In July of the same year in London was television broadcast in color. After World War II television has gained real popularity. In 1960 the world had registered approximately 86 million television sets. In Japan in 1989 it launched the world's first high-definition television under the name MUSE and Hi-Vision

The beginnings of television in Poland fall in year 1937. Then in Warsaw was launched the first experimental television station. The station was public television now known as TVP1. At the turn of 80 and 90 of the twentieth century began to form private television stations. The first of them were local. In Poland and in the former communist countries first commercial satellite was local PTV Echo, which operated from 6th February 1990 and 8go March 1995 in Wroclaw. Polsat was the first channel of supra-regional coverage. That station broadcasts today. Polsat founded in 1992 Solorz. The next stations were

private TV Polonia 1 and ATV - National Cable. Both stations were established in 1993. Currently on the Polish market are about 200 Polish-language television stations whose coverage is nationwide. Stations are broadcast primarily via satellite and cable.

The main advantage of television is the speed of information and the same value information. Through the emitted programs the information you can get important information out of the country or the world without much effort. Television also serves as sort of functions and educational programs by proposing a number of historical, natural and documentaries, which aim to deepen the knowledge of the recipient. However, there are many programs and especially serials, which act on the human mind in a destructive way. Another function is entertainment. There are many programs for relaxing or guarantees fun theme. Another plus for television is a momentary separation from the responsibilities and accompanying relaxation. Negatives have to include the fact that television "pulls" and at that time you could do something more useful than passive viewing. Often presented productions that contain too much violence, which negatively affects the development of children. Frequent watching can become a habit and lead to a worsening pattern. Sit for hours in front of the TV is connected with the lack of traffic which is not conducive to health. It is difficult to clearly determine whether television has a positive or negative impact on a man. It all depends on what programs are selected and how often you spend time watching TV

It should focus on fashion television. As already mentioned nowadays fashion is a top theme, and anyone who wants to succeed wants to feel fashionable and chic. Fashion TV has revolutionized the dissemination of information on fashion, enabled quick access to the recipient. Television has become one of the major levers of marketing, contributing to the establishment of fashion trends and strengthened name fashion designers and models. Presenting fashion on the TV screen has become a source of entertainment for millions of people. In the years 1970/1980 there was a breakthrough in the cable and satellite. It was at this time also appeared in television modal as a species. In 1976 Videofashion News - video version of the fashion magazine was produced and shown continuously. Known in the fashion world is Elsa Klensch, a prominent TV journalist fashion. Existed in 1980 the newly created CNN - Cable News Network. She was his half-hour episode titled Style with Elsa Klensch. Broadcast worldwide and watched by millions of viewers. It was the first scheduled report the fashion on television in the United States. This program enjoyed the greatest popularity of all presented on CNN. In the program were presented collections of designers from around the world, profiles of models and modeling, and also

the latest trends in interior design. Direct reporting of the news from the world of fashion has brought Klensch recognition of important personalities from the world of fashion and captivated hearts of viewers. She has won many awards. In 1987 he was awarded the Council of Fashion Designers of America, which is a prize in honor of Fashion designers of America. The award was received as a thank you for bringing fashion to the mass media. Later, the journalist began working with Video Fashion, where he reported on the program całogodzinnym fashion shows taking place in the world's fashion capitals.

Another key person in television fashion is Jeanne Beker - Canadian journalist who launched a television mods FT on VH1 - Video Hits One, in 1985. He currently runs the fashion program. She began her career in 1970 as a journalist of the music industry. There, she was offered to report a events from the world of fashion.

In 1989, a program of House of Style with Cindy Crawford as a model and host of the program. She worked without pay to gain more in the eyes of the audience. These show helped in his career personalities such as Daisy Fuentes, Rebecca Romijn-Stamos and Molly Sims. The program was like a form of music videos and audio tracks, fast changing images showing the latest developments and the latest fashion trends. The attraction of the program were guest fashion shows with the latest rhythms of music. Mergers music, fashion and fame also contributed to the success of other channels such as VH1 Fashion Awards in collaboration with Vogue magazine. The premiere took place in 1990. This year, the E! Network has become the largest distributor of entertainment and promoting lifestyle, has become a leader in fashion television. Until 1998, the E! Network provided almost thirty half-hour programs about fashion week, including such as FashionWeek, Fashion File, Video FashionWeekly Model and TV. Network also has a 24-hour channel dedicated to fashion, beauty, and fun to ornaments. Presenting fashion also includes a make-up techniques, as indicated by a show such as Fashion and Style Emergency Court.

Many of the E! feels the growing popularity of programs by focusing on lifestyle and promoting the celebrity life.

Television modal had a far-reaching impact on the industries of fashion. Report about fashion as it did Klensch or Beker, brought fashion to many homes. This contributed to defining the styles and fashion assignments as mainstream. Dissemination of television fashion shows enormous enthusiasm with which society keeps track of fashion, especially celebrities and their style.

There are also a few drawbacks presented programs aired on television dedicated to fashion. Under the magnifying glass they were taken programs to help in the metamorphosis. According to their scenario, mostly in an ugly, cloudy day, when the weather affects mood depressants, a woman comes to a stylist. It feels unattractive and thus, unhappy. The new program finds out that it is beautiful, but this beauty need enhanced through a new hairstyle and fashionable clothes. After a successful metamorphosis under the supervision of specialists transformed person can not go out with surprise and is very happy. With the new lookie entering a new phase in your life. The benefits for participants of these programs can be seen with the naked eye. However, viewers do not have these privileges. No one on them is not focused. It is very hard to understand what designers want to convey, and even harder to draw the useful lessons for themselves. In a sense, these programs are not the heroes of the participants and the instructor promotes the celebrities. In these programs, it is said that you can wear for a few dollars and look great. However, many of the stylists promotes clothes with expensive tags. As we know, not everyone can afford, and at this point there is frustration. Many people dream about about metamorphosis, but the world simply is not they can afford, so they can feel even worse. Another downside of these programs of metamorphosis on the Polish market is that women aged fifty years, the organizers would like to thank for their participation. Such a metamorphosis would require too large amount of work. Fashion channels that are popular in Poland, TVN Style and Polsat Cafe.

Polsat Cafe is a stylish life channel Polsat. This encrypted channel, available on platforms Cyfrowy Polsat NC + and cable networks. Polsat Cafe replaced stations Polsat Health and Beauty. Channel with the launch of Polsat Play are from 6 October 2008. Director of the channel is Jolanta Borowiec. At the station programming schedule consists of Polish and foreign programs. For competing programs considered to be mentioned TVN Style, BBC Lifestyle, CBS Drama and TLC. The channel also has a website: <http://www.polsatcafe.pl>.

TVN Style, TVN belongs to the group. The station has existed since 1 August 2004. For the first year the station was broadcast free of charge. From 1 August 2005. TV has been

encoded. From 28 July 2009. Station broadcasts in a format 16: 9. Currently, it can now watch the channel is not encoded.

Since 1 September 2014. Station changed its logo and graphic design. Music of graphic design are: Fismoll - Let'splaybirds.

And heads of TVN Style:

- Since 1 August 2004 - Iwona Radziszewska
- Since April 2006 - Yvette Żółtowska - Darska
- From December 2011 - Margaret Łupina
- Since June 2013 - Joanna Tylman

This channel of a particularly close to women. Subjects discussed is versatile. It covers all the important areas of life of the modern woman, namely: health, professional life, family life and personal matters. TVN Style focuses primarily on original productions such as The Secrets of doctors ", " Dorota you arrange the " affair barber, "" Secrets of the surgery, "" Life without shame, "" Sablewskiej way to fashion ", " stylish magazine " "Mangle sociable", "I know what I eat and I know what I'm buying," "City of women", "Pascal in Polish," "Mrs. Gadget", "the role of the main" "Perfect nanny", "cleaners" and the subsequent series the well-known series "44 unforgettable". The network schedule is a lot of foreign programs such as series of programs with Joanna Krupa, programs Gok Wan, Nigella Lawson, Cristina Córdulaa or Gordon Ramsay. Competition for TVN Style are the BBC Lifestyle, TLC and Polsat Café. Website: <http://www.tvnstyle.pl>. TVN Style led lifestyle station, Polsat Play overtook TVN Turbo, TVN Turbo and TVN Style in 16: 9 format.

The first chapter presents the form of a businessman, the founder of the station - Lisowski, a brief history of the founding and the manner of its functioning as well as a brief interpretation of the concept of fashion. This is the theoretical knowledge. Another side of this discussion problemtyki analyzed TV fashion. Fashion TV is addressed to a diverse age group, their

supporters are among the youth and the elderly. The TV in the normal format, as well as the online version, watch the men and women who know that the image is an important part of life, so take care of themselves and their personal development. Television is undoubtedly a luxury television. His supporters are among those with specified requirements of life. FTV has wide coverage and reach to a diverse group of customers who have one passion - fashion. Monthly offers over 100 hours of new material. His range covers five continents, representing 440 million households worldwide. Broadcast is also in seven million public places such as bars, gyms, airports, shopping centers throughout the world.

Chapter II. Topics and issues Fashion TV

2.1. Fashion - fashion designers in the vision Fashion TV

Fashion TV reports all the major fashion shows leading wizards. At the station shows all the events relevant to the world of fashion. Fashion TV is working with the fashion designers around the world. Whenever the world something happens, Fashion TV crew is there to collect the material and present it on TV. Below will be presented and briefly described the latest events and themes of their release in ostateatnich months, aired on Fashion TV. The main subjects taken by the production team FTV:

- 5-7.06 - Best of Red Carpet Designers
- 12-14.06 - The story of Candice Swanepoel
- 19-21.06 White Nights
- 26-28.06 Summer Weekend
- 3-5.07 - Men's Fashion Week
- 10-12.07 - Paris Haute Couture Fashion Week
- 17-19.07 - The story of Donna Karan
- 24-26.07 - Swimwear Weekend

- 31.07-02.08 - Top Photographers
- 07-09.08 - The story of Chanel
- 14-16.08 - Fashion Films
- 21-23.08 - The Story of Gucci
- 28-30.08 - Best of Summer Photoshoots
- 04-06.09 - The story of Miranda Kerr
- 11-13.09 - The story of Jean Paul Gaultier
- 18-20.09 - New York Fashion Week
- 25-27.09 - London Fashion Week
- 02-04.10 - Milan Fashion Week
- 09-11.10 - Paris Fashion Week
- 16-18.10 - Best of Fashion Weeks Season
- 23-25.10 - Best of Fall Winter Campaigns
- 30.10-01.11 - The story of Dolce & Gabbana
- 06-12.11 - Flashback on Victoria's Secret
- 13-15.11 - The new Victoria's Secret
- 20-22.11 - Star's Campaigns
- 27-29.11 - The story of Cara Delevingne
- 04-06.12 - The story of Giorgio Armani
- 11-13.12 - A fashionable winter
- 18-20.12 - Fashion Stories
- 01.-03.01 - The story of Karl Lagerfeld
- 08-10.01 - The story of Lily Aldridge

- 15-17.01 - The story of Salvatore Ferragamo
- 22-24.01 - Men's Fashion Week
- 29-31.01 - Haut Paris Fashion Week
- 05-07.02 - The story of Behati Prinsloo
- 12-14.02 - Valentines Weekend on Fashion TV
- 19-21.02 - New York Fashion Week
- 26-28.02 - London Fashion Week
- 04-06.03 - Milan Fashion Week
- 11-13.03 - Paris Fashion Week
- 18-20.03 - Best of Fashion Week Season
- 25-27.03 - The story of Valentino
- 01-03.04 - The story of Doutzen Kroes
- 08-10.04 - The story of Alexander McQueen
- 15-17.04 - World's Highest Paid Models

Here is an example of the program schedule, Prime Fashion TV. After reviewing her you see that it always presents current events. All broadcast is adequate to the data during the events. Monthly is produced 100 hours of new material. Television presents the stories of celebrity fashion. It is possible to show all available information known global fashion designer, famous for modelkach or relationship with Faahion Weekow. Everything is presented in the form of videos with inserts from the interview. These programs provide a lot of information on the personalities presented. This is information about the work, life, inspiration, backstage and the effects of photo sessions.

For fashion designers Fashion TV can be considered all global designers. It is these people create the television station. Every known fashion icon, not once hosted a Fashion TV. So we can say that fashion Fashion Tv make the most show personalities at the station. They sa them:

Italian fashion designer who dreamed to be a doctor, but took up photography - Giorgio Armani

- Thomas Burberry - in 1856 he founded the upscale British fashion house, where you can buy clothing, perfume and accessories for men and women. Pattern Burberry brand is known throughout the world. It is most often copied trademark. Currently, the president is Christopher Bailey. It owns a network of boutiques throughout the world. In Poland, Burberry has stores in Warsaw, Katowice and Poznan. This prestigious brand recommended by the Royal Family itself.

- Roberto Cavalli - a friend of Adam Lisowski, Italian designer,

- Karl Lagerfeld - German fashion designer, who lives in Paris. Artistic director of the fashion house Chanel. Also guided the Italian fashion house Fendi.

- Christian Dior - French designer, after his death, the artistic director, founded his fashion house was Yves Saint Laurent

- Donna Karan - American fashion designer, also known under the pseudonym DKNY - Donna Karan New York

- Ralph Lauren - American fashion designer, founder of the fashion house. He is the creator of brands such as Polo Ralph Lauren for Men, Ralph Lauren for Women, Ralph Lauren Home, Double RL, Rugby, Ralph Lauren Collection, Ralph Lauren Purple Label Menswear, Ralph Lauren Black Label, Ralph Lauren Pink Pony, Ralph Lauren Tennis Ralph Lauren Golf, RLX

We can say that the above mentioned big names and so many other high-ranking people in this industry are fashion designers Fashion TV. It is primarily designs, new collections, the ideas of these designers are constantly presented aired on Fashion TV, so make fashions presented by this station. These designers are famous all over the world. Their surnames is a legend in the world of fashion. Trendsetters. Lisowski presenting the brand FTV is gaining credibility and even more interest. These are great visionaries inspiring imagination fanatics fashion. It is through these ideas of designers the world becomes more beautiful. They establish trends and Fashion TV is a kind of voice. Communicate the audience the latest information. Thanks to the genius of the world's fashion designers has become an art. Designers tore women from corsets and set new trends. All great inventions and

breakthroughs in fashion are associated with prominent names for the industry. If not for the designers modowi TV modal would have no raison d'etre. They create fashion, he discussed television shows. Thanks to them, women wear such pins.

TV So, nowadays, is essential for the creation of wply same fashion. Presents fashion divided into demonstrations aimed at women, men, runway from different countries and a specific section devoted to displays of underwear. As already mentioned hot and a fixed point of the FTV is The story of ... different designers. These programs provide interesting news:

Chanel - the history of the brand, presented information products - Coco Chanel is a person who liberated the female body. Projects of her clothes shed a whole new light on the idea of the style of the twentieth century. The story of Coco Chanel reveals its uncommon style. It is definitely number 1 in the history of fashion designers.

- Roberto Cavalli - between interesting shots from photo sessions, you can learn that it was he who introduced the trend of animal patterns - camouflage, spots, stripes, zebra. His trademark are animal patterns combined with bright colors.

- Prada - established over 100 years ago, the fashion house. Primarily known for its simplicity and elegance of their designs and style.

- Alexander McQueen - became the inspiration for almost an entire generation of fashion designers, was a genius in the field. He committed suicide in February 2010 in London. Celine - French fashion house featuring a chic and sophisticated simplicity. And it all started with the design of children's shoes. Currently, Celine bag is in the top ten projects of all time. This brand is a combination of sport and elegance. This is the first post-war luxury brand.

These and many other information about the wizards of fashion supplies Fashion TV in a clear and pleasant manner. From the station you can learn almost everything about the fashion world, from the very beginning to the latest designs. Any person who designs fashion, dictating the prevailing trends, organizing fashion shows and is committed to creating fashion creates fashionable Fashion TV. Lisowski endeavor to keep the title of the most acclaimed television fashion world. Fashion TV is always there, where the fashion point of view, something important is happening. The group of fashion designers also includes models featuring the latest runway designs. To create fashion included in the make up, because television always shows the preparation of models for big shows. Wizards vision Fashion TV show also interviews with models and backstage, the recipient had full knowledge and

awareness of how the fashion show, the organization of fashion events, the preparation of designers and models from the inside. All persons in any way connected with the world of fashion presented at this station are included in the group of fashion designers Fashion TV.

Fashion TV creates all areas of the fashion industry. It's not just designers and fashion houses, but also the muse, magazine editors, models, photographers, stylists.

Fashion TV not to miss any significant element of the fashion world is made of the said division into fashion for men, and female underwear. In the next section we will be presented the prestigious and promoted by the TV brand.

Employees of Fashion TV around the world are of the opinion that fashion is only for women, while for men it is elegance. It creates tailor a man, to be smart and clever. Women are generally well dressed, nicely presented. Men mainly in diplomacy this particularly seek. Diplomacy is the last sphere of public life, where applicable behavior dictated by a higher culture. Barbarity, crudeness can not be reconciled with diplomacy. One of the basic principles of diplomacy often is recognized in the following words: "Do not underestimate the little things, because of trifles depends perfection, and perfection is no trifle."

2.2. Fashion Weeks are powszwechnie known throughout the world as Fashion Weeks. It is the most popular fashion event in the world. The most important event in the fashion industry, where designers and fashion houses present their latest collections. The leading fashion capitals include four cities in the world. These are Milan, Paris, London and New York. These cities are held every year, the biggest fashion shows world-renowned designers. In the period from January to March each year, designers and fashion houses present their latest collections for the coming Autumn / Winter. And in the end time from September to November they are presented collections that accrue to the Spring / Summer. The work of the organization and plans fashion show has been held for several months before the season, in order to give a chance to the media and prospective customers to get acquainted with the creations. Fashion Week starts with a show in New York, then performed a show in London, later in Milan, and the end of the fall of Paris. These cities are called "Big Four". Fashion Weeks attract the attention of potential customers, the media, editors of fashion magazines, bloggers, celebrities, celebrities and members of the entertainment industry. It is an event which is waiting impatiently. Presentation of the latest collections of the world Engineers, popular models is awaited by thousands of people event.

In the past Fashion Weeks they were merely commercial. Currently, they became a huge spectacle and media event. Fashion Weeks are currently presented by Fashion TV and the Internet portals. The shows host well-known musicians and popular stars. The so-called ordinary people have to get special passes to have the opportunity to watch a fashion show or a live presentation of the latest collection of handbags, shoes, cosmetics and hats. Fashion Week there are many different schools for future fashion designers to be able to draw inspiration from the best.

In New York, he was the first of four shows of Fashion Week. This year, the show took place from 11 to 18 February 2016 year. The plan was as follows. On the first day of the show, 11.02.2016, starring:

- 9.00 – Nicholas K, The Dock
- 10.00 – BCBGMAXAZRIA, The Arc
- 11.00 – Kye, The Gallery
- 11.30 – 13.00 – Jay Godfrey, The Space
- 15.00 – Desigual, The Arc
- 15.00 – Marissa Webb, The Gallery
- 18.00 – Kids Rock, The Dock
- 19.00 – Marcel Ostertag, The Gallery
- 19.00-20.00 – Hanley, The Space
- 20.00 – Go Red for Women, The Arc

Each day was carefully planned, in the same way. List of persons and host events during Fashion Week New York is long: Karigram, Tadashi Shoji, Yigal Azrouel, Concept Korea, Cushnie Et Ochs, Fashion Hong Kong, O'2nd, Nicole Miller, Sherri Hill, Francesca Liberatore, International Woolmark Prize, Demoo Parkchoonmoo, Taoray Wang, Rebecca Minkoff, Hervé Léger, Son Jung Wan, Leanne Marshall, Baja East, Monique Lhuillier, Tome,

Derek Lam, Asian Fashion Collection, Rachel Zoe, Noon by Noor Hood by Air, J.Crew, Runa Ray Jenny Packham, Prabal Gurung, Vivienne Hu, Tommy Hilfiger, Lela Rose, Thomas Wylde, Jeremy Scott, Reem Acra, Libertine, Vivienne Tam, Chiara Boni La Petite Robe, Vera Wang, Hiromi Asai, Angel Sanchez, Dennis Basso, Alice + Olivia by Stacey Bendet, Carmen Marc Valvo, Salinas, Georgine, The Art Institutes, Michael Kors, Xuly Bet, Naeem Khan, Bibhu Mohapatra, Dan Liu, BOSS Women, DKNY, Marchesa, Anna Sui, JD Fashion Show. The last day was a fashion show zaprojektowany by Ralph Lauren. The relationship with Fashion Weeks can be seen on TV Fashion TV, but also on many Internet portals and on the Youtube channel. During fashion week collections were presented aforementioned designers for the coming season. History probably goes Givenchy show during which one of the models, Candice Swanepoel, fell on the catwalk.

New York Fashion Week begins spring or autumn fair fashion. They love it, thousands of people around the world. It features avant-garde and remarkable ingenuity. Fashion in New York has its own unique, personal and unique style, loved by American designers. At this year's fashion shows for spring / summer attention przykływały proposals Marc Jacobs. Almost all the ideas talented designer gain approval of critics. The latest collection Jacobs impresses with color and verve. The collection was shining colors, patterns and shiny trimmings.

The second collection deserves praise for this year's collection is Givenchięgo. It projects the top, bold, sexy and sensual. They have been recognized as some of the best proposals for this year's fashion shows. Showing new trends designed to reign in the next season autumn / winter. These are the grille, sailor motifs, leather coats with fur elements. Do not take Gothic motifs. Almost everywhere on the Internet under the slogan "Fashion Week 2016" appears a lot of information, photos and video clips from this year's show. There are many rankings of the best tunes. Rihanna unveiled his collection for PUMA also with elements of Gothic. During the show the standard set design was replaced by fog and dark forest. Rihanna was inspired by Japanese street style.

Fashion Week in London was held on 18-23.02.2016. In chronological order were held such events as: Celebrating a Unique Collaboration with Marks & Spencer, Fashion Utopias: International Fashion Showcase 2016 Launch Party, London College of Fashion MA16 Catwalk Show, Fashion Utopias: International Fashion Showcase, London Fashion Week Opening Preview NEWGEN pop-Up Showroom: Sadie Williams, On | Off Presents

Showcase & Party, Boden Future British Launch Party, PPQ After Party, Charlotte Simone AW16 Showcase, J. JS Lee x Shangri-La Hotel Cultural Salon Collaboration Launch Party, The Cambridge Satchel Company's Garden Party, NEWGEN 'Pop-Up' Showroom - Ryan High School, Fashion Utopias: International Fashion Showcase, Launch Party of URBAN Centrefold by Urban Outfitters & Centrefold Magazine, London's Fabulous Fund Fair, NEWGEN Pop-Up Showroom: Molly Goddard, Scoop London, Fashion Utopias: International Fashion Showcase Fashion Utopias: International Fashion Showcase 2016 Award Ceremony, NEWGEN Pop-Up Showroom: Marta Jakubowski, DHL Exported Presents Sid Neigum, River Island Fashion Film in Collaboration with iD, NEWGEN Pop-Up Showroom: Claire Barrow, Fashion Utopias: International Fashion Showcase, NEWGEN Pop-Up Showroom: Danielle Romeril, The Designer Showrooms Drinks Reception, AF Vandevorst Cocktail Party with Live Performance, Erdem x Selfridges AW16 After Party, NEWGEN 'Pop-Up' Showroom - Faustine Steinmetz, Fashion Utopias: International Fashion Showcase Celebrating NEWGEN Hosted by Sarah Mower MBE, NEWGEN 'Pop-Up' Showroom - Ashley Williams Katharine Hamnett - Ladies Who Punch. The final event was the London Fashion Week ELLE Style Awards in 2016.

There were presentations of the collection autumn / winter following designers: J. JS Lee, Alice Archer, Felder Felder, Eudon Choi, Edeline Lee, Bora Aksu, Manuel Facchini, Ryan LO, Marta Jakubowski, John Smedley, Fyodor GOLAN, Paul Costelloe, Charlotte Olympia, PPQ, Central Saint Martins MA, GY Kimchoe, Fashion East, Jasper Conran, Barbara Casasola, Peter Jensen, Sibling, Julien Macdonald, Markus Lupfer, Holly Fulton, Isa Arfen, Emilia Wickstead, JWAnderson, Teatum Jones, Simone Rocha, Helen Lawrence, House Of Holland, Zandra Rhodes, Gareth Pugh, Preen by Thornton Bregazzi, Natasha Žinko, Margaret Howell, Anya Hindmarch, David Koma, TOPSHOP UNIQUE, Vivienne Westwood, Mulberry, Belstaff, Huishan Zhang, Paul Smith, Temperley London, Alexander McQueen Antonio Berardi, Sophia Webster, Roksanda, Erdem, Pringle of Scotland, Burberry, Aspinal of London, AF Vandervorst, Christopher Kane, OSMAN, Peter Pilotto, Joseph, Ashish, Toga, Mother of Pearl, Christopher REABURN, Amanda Wakeley, Alexander Lewis, Marques'Almeida, Rejina Pyo, Tata Naka, Emilio de la Morena, Xiao Li.

Fashion Week in London was held at the Saatchi Gallery. These events give future customers the opportunity to feel and experience the unique atmosphere prevailing in London at the annual weekich shows. It allows viewers to gain insight and knowledge of the fashion industry. With Fashion Week, designers and major fashion houses are building direct relationships with prospective buyers.

Another town, which took place on the global fashion week was the Italian Milan. It is the second largest city in Italy, the world capital of fashion and the financial and economic Italian peninsula. Delights displays in stores exclusive brands such as Dolce and Gabbana and Gucci. Only there you can see so diverse, rich in stories of shop windows. At this year's fashion shows in this city almost every designer or fashion house showed something for which has been approved by the viewers. Shows marked by wide individualism. It shows the diversity of styles, personalities Engineers. Showing extensive use any accessories so that you can see that additives can transform any outfit. Noteworthy Alessandro Michele, who began a new chapter in the Italian elektyzmie. Collections Muccia Prada were also sensational. A variety of shapes, layers, models, intricate tights, caught the attention of everyone. Imprints on clothing Prada designed by the artist Christophe Chemin is a reference to the French revolutionary calendar. The collection was a hit of the coming season! And Bottega Veneta, Tomas Maier showed contrasting point of view, long scarf, narrow lanes and silver shoes. Marni, Consuelo Castiglioni presented their own, completely modern synthesis of Italian glamor. Noteworthy kolekacja Marni. A wide range of colors used, creativity, design, costumes presented in exciting configurations caused that the show took a life. The collection is a combination of extravagance and elegance.

If it is Missoni knitwear has made great strides in the direction of technical development. Missoni wanted to renew all, which was very popular in the 70s. Versace collection was amazing, presented by myself probably a girl. Donatella creates projects that highlight the strength of women. The first part of the show przedstawiała sports version enriched with elements of rock and the military. The second one is a sexy feminine collection.

Diesel Black in the new collection is the combination of sport style with the military. Attention was an interesting choice of colors, details, accessories and make up models.

Moschino show is undoubtedly the show offers a lot of impressions. Creative director, Jeremy Scott, is doing a really good job. Among his most popular projects include a show inspired by the fairy-tale character Sponge Bob, Barbie doll or McDonald's. This season, Moschino opted for something new and completely different - the woman punk. Prevailed leather coats, blouses with colorful ottomans, hats, shiny and dull skin. In the next part of the model looked like an attractive policewoman with finishes costumes in the style of Avril laving. The collection Jeremy can see that element finish seems to be very important.

The city is ending fashion shows in Paris. Deadline for the show was set by the French Federation of Fashion. The fashion show was held in the Carrousel du Louvre. Presented brand, bloggers, designers are: Jacquemus, Anthony Vaccarello, H & M, Dries Van Noten, Jessica Mercedes, Maison Martin Margiela, Rick Owens, Balmain, Alexis Mabille, Balmain, Chloe, Carven, Lanvin, Vetements, Paco Rabanne, Ann Demeulemeester, Manish Arora, Rochas, Balenciaga, Celine, Givenchy, Elie Saab, John Galliano, Nina Ricci, Zuhair Murad, Isabel Marant, Loewe, Vionnet, Stella McCartney, Saint Laurent, Sonia Rykiel, Hermes, Giambattista Valli, Christian Dior, Olympia Le- Tan, Comme des Garcons, Kenzo, Iris van Herpen, Valentino, Chanel, Miu Miu, Louis Vuitton, Moncler Gamme Rouge.

In Paris, there is much the most popular among many people designers. Mucci Prada collection MiuMiu decided to get the new experiments with retro aesthetics adding to the elements of sex appeal. Karl Lagerfeld decided to return to the classics in your collection for French fashion house. The prevailing classic and elegance. Collection Valentiono is based on inspiration ballet. Dresses to wear ballerina been enriched by Maria Grazia Chiuri and Pierpaolo Piccioli very expressive jewelery and heavy, bulky shoes. This has given a new character dresses. Kenzo collection was based on the style of the 80s in the fall-winter collection are visible ruffles and puffy, and marynary zebra. This is a complete return to the past varied by several elements. The collection of Christian Dior's most projects were enriched with patterned turtlenecks, and jackets with big klapami.Kolekcja Hermes is a simple cuts, bold colors such as burgundy, old gold and turquoise. The collection is minimalist. Saint Lauren appeals and inspires shows haute couture from the 80s collection presented by Givenchy is a wealth of ancient Egypt combined with ancient Greece. Leading colors Givenchego collection this season is gold, and any patterns. Collection for Celine was

designed by Phoebe Philo is mostly classic coats, tunics simple, comfortable baggy pants and bags. Paco Rabanne beyond the collection of non-obvious cuts and diverse aesthetics has made great experiments with make up models, for example. Blue lips. Designers Lanvin also appealed to the fashion 80s asymmetrical dresses and jewelry chains reigned in that collection. Despite the departure of Alber Elbaz he created a team of excellent projects. Chloe Collection is a proposal for the brave women. Noteworthy Polish blogger Jessica Mercedes. During the shows in Milan and Paris, his projects charmed foreign photographers street fashion. Her collections have been recognized and published by the best fashion sites.

Fashion Weeks is a huge amount of different brands of fashion shows, designers gathered in one place. It is the event of the year. World-famous models, designers, celebrities. Held exciting debuts, amazing events, embarrassing mishaps can happen. This is an event reflecting the wide coverage throughout the world. This year's fashion shows autumn / winter showed many different creations appeal to the old days, glamor and classic. It was really to choose from. Each designer is individuality and new projects. The course Fashion Weeków can watch Fashion TV and online versions.

The style and the image of some of the designers, many years remains unchanged and is presented on the catwalk. Fixed elements form their own recognizable throughout the fashion industry image. Alexander Wang is the sports shoes in the set of the classic t-shirt and simple pants, and Karl Lagerfeld- creative director of Chanel, Dior Deity suits, leather gloves and sunglasses. Through its own unique style they are recognized by all experts and fans of fashion. Despite his niezmiennych habits create unique projects that delight thousands of people around the world. Fashion Week is the most important fashion event. It usually takes up to 10 days.

2.3.

Aired on Fashion TV presents all the collections of the above-mentioned global brands and the company's high street in the shortest possible time. Furthermore, presented are brands that pay for the opportunity to present themselves to the channel FTV. Television shows the latest trends and innovations in fashion. It is always up to date. It is the only television that works with so many people from the fashion industry. The great collections exactly collection

presentation brands, which hosted the Fashion Week. If a designer has an additional idea, Fashion TV is also presented. There are also fashion shows collections for men only or for children. They also appear on the air FTV. Presented are also collections of world-renowned bloggers, interviews with them. Are presented collections of swimwear, underwear. Everything is categorized and ordered to be presented in a certain order. During Fashion Weekow aired on television Fashion outweigh shows of the four major cities. During the free Fashion Weeks are demonstrations in Berlin, Kann, Miami and other cities. In the world there are so many designers, that material is always a sufficient amount. TV shows Italian collections, Paris, US. Dominated by collections of brands such as Louis Vuitton, Chanel, Saint Lauren, Stella McCartney, Givenchy, Michael Kors, Celine. These are gems fashion. Great personalities that changed the world of fashion, fashion gave a different direction. These fashion houses, names definitely deserve the most attention. Collections presented their demands admiration almost everywhere. Quite popular fashion weeks, where are presented new collections spring / summer, autumn / winter, are also held in Toronto and Montreal. Presented at shows are also very popular street style. Mainly new collections for new seasons are presented twice a year, then for Fashion TV distributes them via their television. Lisowski there is more competition for your television, because it is the only station modal, which broadcasts 24 hours a day, seven days a week. If the stores show new collections, for example. Michael Kors, Fashion TV also presented new proposals aired.

2.4. Fashion TV as a TV modal presents a lot of different brands. They are always known, popular and rather exclusive company, whose products are of the highest quality. Below you will find a list of the most frequent brands on the air of this television

- Balenciaga
- Armani Exchange
- Miu Miu
- Gucci
- Givenchy
- Versace
- Burberry

- Dolce and Gabanna
- Chanel
- DKNY
- Calvin Klein
- Hugo Boss
- Max Mara
- Bisou Bisou
- Marc Jacobs
- Moschino
- Ralph Lauren
- Roberto Cavalli
- McQ by Alexander McQueen
- Valentino
- Vera Wang
- Miss Sixty
- Oscar de la Renta
- Juicy Couture
- Elie Saab
- Yves St. Laurent
- Tommy Hilfinger
- Guess
- Dior
- Hermes

- Anna Sui
- Blumarine
- Chloe
- Christian Lacroix
- Lanvin Paris
- Maz Azria
- Salvatore Ferragamo
- Stella McCartney
- Emilio Pucci
- Vivienne Westwood
- Nina Ricci
- Marios Schwab
- Fendi
- Carolina Herrera
- Emanuel Ungaro
- Prada Chloe

As you can see in the list above, each of these brands belong to the group of the highest quality. These are companies known all over the world. There's no denying that these are very expensive brand. Fashion TV as a TV exclusive, almost niche, wants to present only relevant to the products. Presented by the company's television becomes even more class, style and elegance. As you can see, most of these brands is called created from the names of the world's great fashion designers or people working with them. Almost every brand every season presents its new collection on the big fashion shows, employing known modleki. Fashion houses and fashion fans from around the world follow the brand fascinated and new collections are watching almost with bated breath. These are the brands that the person interested in fashion knows. Since they were created by designers who have played a

significant role in the fashion world. These companies come from different parts of the world, but developed a reputation among the thousands of people on earth. It is a combination of style of the covers of newspapers with the highest quality. The most popular brand worn by celebrities, actors and other celebrities. To promote themselves. Almost everyone dreams to have in his wardrobe exclusive products. Clothes these brands are an investment for years, since these products are made from the finest fabrics.

Fashion TV presents on its air brand leading the way in the fashion world. The selection of presented products has a huge impact on the subconscious mind of the recipient. Exclusive brand impact very positively on the customer. He feels unique. Fashion TV as a TV exclusive chose only the most desirable brand. The recipient in this way is somewhat feel like a magical world, it has to feel honored and appreciated. If someone wants to take the luxury image buys only the highest quality products, so as to be present. So does television FTV. Presented by the brand, the products we may learn from the highest class. The point is not to promote any brand. You have to maintain a certain standard. Presented TV wants to keep some sort of recognition in the field of exclusive products. It is a luxury television that works with companies and projektantmi of the greatest achievements and recognizability. The above mentioned companies are famous for the production of exclusive products. Not everyone can get it. Some collections count only a few pieces of identical products, making them even more desirable. Fashion TV presents always the first new collections of products, so you gain more and more interest. Fashion TV gains an additional number of followers thanks to the rapid presentation of exclusive news.

2.5. In this section are presented the respondents' answers to the research questions and the verification established at the beginning of this working hypotheses. Are presented below in Table 15 questions, which were presented to the respondents. The initial questions were general, for verification of.

Among the respondents there were 77 women and 23 men. The age range was as follows, 20-30 years - 80 people, 30-40 years - 20 people. Most respondents had still student status, working people was 33. The largest group of respondents were residents of cities with more than 100,000 people. Generally speaking, the surveyed respondents came mostly from educated families. The questions were in the form of open and closed. The majority of respondents, as many as 64 people reaching for daily newspapers, 24 reaches not 3 to 4 times a week, and only 12 people once a month. Another question related to television viewing, the

largest group of people, as many as 66 people watch TV 3 to 4 days a week, 24 of the respondents watch TV daily, and 10 people do not have a TV. The question about the type or title of the newspaper was an open question. The most frequent titles were: K-MAG, Elle, Vogue, In style. Glamour, Men's Health, Cosmopolitan. Several of the respondents also reported different political newspaper headlines, but they were mostly above mentioned titles. For the most viewed TV channels have been given the following ones: TVN Style, TVN, HBO, BBC and Fashion TV. The vast majority of respondents, as many as 89 people admitted that they are interested in fashion. Fashion does not play a significant role in the life of 11 respondents. As many as 70 respondents know what it is, and watching Fashion TV. Almost every person to be analyzed until 91 respondents know what they are and can name at least one fashion house. The most frequently mentioned fashion houses include: Celine - almost every person said pink fashion house Valentino, Fendi, Prada, YSL. Almost everyone heard and knows what it is Fashion Week - 95 people. The last question was inspired by fashion, and more specifically how people derive them. The answers were varied, but the most frequently given answer was fashion blogs and television. Fashion week watching a lot of people, however, derive their inspiration from other sources, more accessible.

Analyzing the results of a survey by the author on the degree of interest in the station mods can be seen that in this day and age, the same fashion plays a really important role in everyone's life. It was from that the way people presented, are judged by others. Fashion TV is increasingly known and is becoming more popular, gaining every move to new customers. By portraying keep the latest information from the fashion industry, the recipient of the desire to include the channel in order to get the orientations of the great world of fashion, models, photographers and designers.

2.6. Fashion TV presentations by world-renowned shows, fashion Weekow, as celebrities from the fashion industry, presenting the latest collections of clothes, underwear and accessories and has a huge impact on an ad hoc fashion. He presents on its air and the websites of all the major events of the fashion industry. Anyone who is associated with the industry had to deal with Fashion TV. It is the largest television modal coverage of the whole world, that sets trends and creates fashion. Fashion TV relaxes relaxes after a hard day at work or on vacation reassuring, but also broadens the scope of the entire fashion industry, and

helps to understand fashion, gives people inspiration and designers. Watching TV operates on a man relaxes when it does not require active work of the brain. Fashion TV in some way affects the human personality, his behavior, attitudes, decisions. It affects individuals committed to fashion and the overall fashion industry. People watching Fashion TV are becoming more elegant, confident and want to enjoy life handfult of doing it in a particular way, with grace and charm. Programs broadcast aired on Fashion TV is always in upscale countries, places, luxury catwalks, making it expands the recipient's imagination and encourages a certain way to take a grip. By presented on the air live in abundance, in the best costumes straight from the catwalk urges the recipient in a way to ensure that also took care of themselves. Fashion TV every day acquires ever-increasing fan base. Without a doubt, you can admit that it is television under the sign of the diamond has a huge impact on the world of fashion. Fashion is now not only the latest collections, but a way of life. Fashion is a lifestyle, behavior, selected consumer goods, their own style, sophistication - so everything that presents Fashion TV. That television shows canons of fashion, gives a taste of luxury, prosperity and progress. That's what has to learn the recipient of this television to be fashionable and follow the news, all in order to improve their welfare. Everything is portrayed in such a positive light that inadvertently inspires the recipient and affects his life and changes in it.

In the era of widely-developed social media, television is losing its popularity, however, these same things shown on the pages of pages: Internet gaining viewers. Without a doubt we can say that the world of fashion is a world empire. Once a year a meeting of manufacturers of fabrics, materials, leather, buttons, belts, watches, hats, and other accessories, and is determined production plan for the next four years. Company Fashion TV fulfills a dual role here. Namely serves designers who control the on-screen action and projects collusive arrangements competition and consumers, that future buyers. 60% FTV television viewers are men who wybiegch fashion admire the beautiful, well-groomed models. Their women / wives have nothing against it, because they also are watching the TV, but for other reasons, from a different angle, namely, to gain knowledge and understanding of the area s clothes and accessories, but it is mostly men pay the bills.

Each of the designers are aware of this, what colors are dominant in every season next four years. It is the fashion gives billions of dollars in annual revenue. The work has already presented a list of presented brands, there are brand presented aired on Fashion TV, the so-called "high street". This is a list of brands that by presenting aired on the television increased

their sales. The prices offered by these brand goods are affordable for more people and companies are still good brands. These are good quality brand, but not so exclusive. Here is a list of high street brands poolecanych by Fashion TV:

- Mark and Spencer
- Debenhams
- House of Fraser
- Laura Ashley
- FCUK
- Forever New
- Forever 21
- Gap
- Brooks Brothers
- Lacoste
- Abercrombie and Fitch
- H&M
- Zara
- Mango
- Promod
- Aftershock
- Sisley
- Dsquared
- Ed Hardy
- Explosion
- Lagos

- Trussardi
- Top Shop
- New Look
- Boden
- True Religion
- Topshop
- Jack Willis
- Ann Harvey
- ASOS
- Blue Inc
- Austin Reed
- Diesel
- Dorothy Perkins
- Etam
- Esprit
- Karen Miller
- La Senza
- Miss Selfridge
- Next
- Wallis
- Burton
- Jigsaw
- Oasis

- Levis
- Diesel
- Matalan
- Nike
- Lipsy
- PUMA
- Ted Barker
- Primark
- Sweaty Betty
- River Island

In addition to these brands we are also cited frequently presented Haute Couture. They sew them only on special order for the wealthiest clients unique clothing. The most famous of these is Savile Row. It is the most famous shopping street in Mayfair, central London. It is known primarily from male tailoring to order.

In summary, Fashion TV has a huge impact on fashion and its clientele. It is the kind of word TV shows what should wear, and what you would rather avoid. Without a break, all creators, all the leading brands have insight into the operation of competition and the recipients shows what is currently on the top and trends. Fashion TV sets routes fashion, behind which follow thousands of people

Today, fashion is very important for everyone, because Fashion TV plays an important role. A large part of society in all countries adapt to fashion trends. Currently, you have to know what's hot not to be badly received by someone. You have to stick to certain standards set by the designers that Fashion TV shows.

The most important argument proving the fact that Fashion TV plays a significant role and has an impact on both the fashion and the audience is the fact that Fashion TV is the only source of inspiration in real-time, seven days a week, 24 hours a day for the millions of businesses tailor scattered around the world

Scientists say even that dress affects the behavior on the decisions made, and also to a large extent determines how a person is perceived by others. Podobnież subconsciously behave differently in costumes free and otherwise official. There are old Polish proverb that says: "What you see is what you get". This statement clearly shows that in a few seconds by assessing the appearance of people form their opinions about each other. Therefore Fashion TV plays an important role in society, because in some prevailing patterns need to be fit. Television presents collections for wealthy people and for people with average incomes, so that everyone can find collections presented on the pages of television or brand that inspires him.

Appearance is important for the human psyche. Everyone wants to look good and be accepted by society. Attire affects interpersonal contacts. Always it happens that people who have a sense of personal style, not forgetting the courtesy, far more often successful in the field of professional and private, than those of their appearance did not care. It is the fashion determines the personality and set a place in society. People with a good sense of taste are showered with compliments from others. Acceptance and favor others builds self esteem and enhances confidence. Some people even dress their pets. Groundbreaking was Paris Hilton, who dressed his dog. Since people even care about clothing for animals, is without a doubt fashion is a very important part of everyday life.

Looking at the arguments presented perfectly you can see that fashion plays an important role in everyone's life in many ways. TV Fashion TV literally from day to day is gaining more and more publicity and more customers. It has become a powerhouse in the fashion world known around the world.

2.7. Fashion TV on your station presents many models. It is also thanks to the station's right of existence. The number of models is uncountable. For the work of this station models at shows, models to make up a model for the presentation of lingerie models who travel around the world and promote the Fashion TV Cafe. There are really very many. Presented are girls who usually can be seen on the air of this television

The most famous models from Fashion TV is the wife of Adam Lisowski - Maria Mogsolova was born on 6th September 1987. With the origin it is Russian. It is 177 cm tall. In childhood she trained ballet was in this very utalentowana. Wygrała scholarship ballet at the Bolshoi Theatre in Russia. Although she began her modeling career and is now a world-famous model, she never gave up ballet. But now dancing for entertainment and relaxation. Her

successful career began with winning the contest Miss Fashion TV. She began to fly to Milan and take part in major fashion shows. During his career he has hosted fashion shows at the Roberto Cavalli, Dolce & Gabbana, Valentin Yudashki and in many other world fashion designers. Also appeared on the show, Hello Kitty, which was an interesting experience for her. Maria has participated in many campaigns, mostly for Fashion TV promoting goods produced by the company. He is currently the face of the global advertising Fashion TV and Fashion face Luxery Spring Water. Clip advertising Fashion water was filmed in Monte Carlo. Another famous model presented aired on Fashion TV is Doutzen Kroes. She was born on 23 January 1985 in the Netherlands. It is 178 cm tall. When she was a little older decided to send their photos to a modeling agency in the Netherlands. The agency was delighted with it and immediately knew that the blonde beauty shine in this field. She began her career in 2003. A year later, she was on the cover of French Elle. From that moment it was on the covers of countless fashion magazines. In 2005, Steven Meisel did her photo on the cover of Italian Vogue. Kroes moved to New York and for the first time in 2005, had the pleasure to take part in a fashion show Victoria's Secret. In 2008, Doutzen was officially declared an angel of Victoria's Secret.

It is one of the most dazzling models born in the Netherlands. Another model, of which you can not miss Alessandra Ambrosio. Born April 11, 1981 year in Brazil. It is 177 cm tall. It is one of the most recognizable models of Victoria's Secret. From the moment when she was 12, she attended modeling classes, but by its large ears situation never klarowała confident. Ambrosio decided to undergo surgery ears. At age 15, he started a global career. In 2001, for the first time she appeared in the Victoria's Secret catwalk. From this point on known hosted shows Prada, Chanel, Fendi, Kenzo, Philosophy di Alberta Ferretti and many other fashion shows. Alessandra participated in numerous advertising campaigns for brands such as Calvin Klein, Giorgio Armani, Revlon, Ralph Lauren, Christian Dior and others. In addition, she was presented as the face of companies such as Guess, Armani Exchange, Moschino, Oscar de la Renta and Dolce & Gabbana.

Another well-recognized model Fashion TV is Adriana Lima. Born June 12, 1981 year in Brazil. It is 178 cm tall. The school was zwyciężczyniom many beauty contests. Lima never dreamed of a great career modelki. Została her thanks of fate. Her friend had a dream, and that

she had some hesitant to try it alone, Adriane persuaded to take her part in the competition on the Brazilian model. When she was 15 she won a contest Supermodel of Brasil. Then, because she decided to try modeling career. In 1997 he debuted at the spring Anna Sui fashion show in New York. Her career took a fast pace. Three years later she worked for the most recognizable brands such as Valentino, Fendi, Ralph Lauren, Emporio Armani and Vera Wang for. She participated in fashion shows in the world's capitals of this industry which is in New York, Paris and Milan. She has worked with well-known designers, including Alexander McQueen, Versace, John Galliano and other prominent personalities. Was the face of the brand Anna Molinari and many other brands, including such as Guess, Loewe, Givenchy, Maybelline.

The list of known models Fashion TV could not miss the Polish girls. Anja Rubik also works with that satellite. Polka, born June 12, 1985 year. It has a 179 cm tall. Since childhood, her biggest dream was to become an outstanding model. She won a beauty contest and received cooperation proposals from the Paris fashion agency. His debut was in 2000 at Fashion Week in Paris for brands such as Givenchy, Nina Ricci and Rochas. After the success I enjoyed there decided to move to New York and work as a model full-time. Less than a year later, she worked at a fashion show brands such as Stella McCartney, Jil Sander, Burberry. He toured the capitals of fashion and went after the most popular catwalks. She worked for most luxury brands that the fashion world can offer. She also participated in advertising campaigns for Emanuel Ungaro, Emporio Armani. Become the face of the following brands: Tod's, Chloe ', Oscar de la Renta, Fendi, Gucci, Giorgio Armani. Posed for the world's greatest photographers, including among them were Steven Meisel, Patrick Demarchelier, Karl Lagerfeld, Mert Alas Marcus Piggott.

Another Polish model working for the station FTV Monika Jagaciak, born January 15, 1994 year. It is 178 cm tall. At age 13 she took part in a beauty contest. From that moment it was already known that Monica will be associated with fashion and well in this field checking. She was given the nickname, which he uses to this day - Jac. He immediately received proposals from well-known Hermes, he took part in an advertising campaign for them. His debut was in 2009. Then began and ended with a fashion show Calvin Klein. The teenager also took part in fashion shows for the most recognized brands, Marc Jacobs, Gucci, Prada,

Versace, Dolce & Gabbana and Philosophy di Alberta Ferretti. Jac worked with designers who are on the list of the most prominent in this category, among them Lanvin, Etro, Salvatore Ferragamo, Alexander Wang, Cacharel

You also can not miss the talented Kate Upton, born June 10, 1992 year. It comes from America. It is 178 cm tall. When she was a young girl won several national equestrian competitions. Her future rather opted for horseback riding. However, at age 16 she decided that she wanted to take care of the work in the industry modowyn. In 2008, she took part in a casting for Elite Model Management. Since she began her career. It is famous mainly with sex appeal, the miraculous statue and the beautiful, wide smile. She participated in numerous advertising campaigns, it has been on the covers of many fashion magazines. She took part in two fashion shows - Beach Bunny. He was the face of Guess. She took part in an advertising campaign for a Dooney & Bourke's. In 2011, Upton found in the catalog of Victoria's Secret models. Several times appeared on the cover of Vogue.

Ostatnią Shows the model is known Cara Delevingne. Born August 12, 1992 in the UK. She began her modeling career at the age of 17 years. It is the most popular model in the UK. His debut was at the London Fashion Week 2012. Later she took part in a fashion show for Burberry in New York. A year later, she took part in fashion shows for Chanel, Stella McCartney, Kenzo, DKNY, Cacharel, Sonia Rykiel, Dolce & Gabbana. She was on the cover of many exclusive fashion magazines, including Vogue, Harper's Bazaar's Numero. With Fashion TV cooperate talented models from around the world, there are so many that it is impossible to describe them all. These were presented, which usually host aired on television. They will enjoy the world famous, Fashion TV is gaining even more credibility and popularity among those who feed the fashion and modeling incredible sympathy. Each person is recognizable, your account has a lot of achievements in the industry. No matter the origin of the person, for Fashion TV has the talent and abilities. Television shows different types of beauty. Each of these girls is different, but they share a modeling talent. This model has just stanawią a huge and integral part of TV fashion. The girls presented aired on television have become the object of sighs of many people in the world and idolkami for many women. Below are listed in alphabetical order the names of all the models working for Fashion TV:

Abbey Lee Kershaw, Agyness Deyn, Alana Zimmer, Alek Wek, Alexa Chung, Alice Dellal, Aline Weber, Alison Nix, Alyssa Miller, Amanda Laine, Ana Beatriz Barros, Andine Arthur, Andreea Diaconu, Andrej Pejic, Anna Jagodzinska, Arizona Muse, Arlenis Sosa, Ashleigh

Good, Ashley Sky, Aymeline Valade, Bambi Northwood – Blyth, Bar Refaeli, Barbara Palvin, Behati Prinsloo, Bette Franke, Bianca Balti, Brooklyn Decker, Candice Swanepoel, Carla Bruni, Caroline Brasch Nielsen, Caroline Trentini, Catherine Mcneil, Chanel Iman, Chloe Hayward, Chloe Norgaard, Chrissy Teigen, Christy Turlington, Claudia Schiffer, Coco Rocha, Constance Jablonski, Crystal Renn, Daiane Conterato, Daphne Groeneveld, Daria Strokus, Daria Werbowy, Dree Hemingway, Edie Campbell, Edita Vilkeviciute, Elisabeth Erm, Elsa Hosk, Elsa Sylvan, Emanuela De Paula, Emily Didonato, Eniko Mihalik, Erin Heatherton, Erin Wasson, Esther Heesch, Flavia De Oliveira, Freja Bega Erichsen, Frida Gustavsson, Gemma Ward, Georgia Jagger, Ginta Lapina, Gisele Buendchen, Hanaa Ben Abdesslem, Hannah Davis, Hanne Gaby Odiele, Heather Marks, Heidi Klum, Helena Christensen, Hilary Rhoda, Iekeliene Stange, Iman, Imogen Morris Clarke, Irina Kulikova, Irina Lazareanu, Irina Shayk, Iris Strubegger, Isabeli Fontana, Izabel Goulart, Jacquelyn Jablonski, Janice Alida, Jasmine Tookes, Jeisa Chiminazzo, Jessica Hart, Jessica Stam, Joan Smalls, Josephine Le Tutour, Josephine Skriver, Jourdan Dunn, Julia Nobis, Julia Restoin Roitfeld, Julia Saner, Julie Henderson, Julija Steponaviciute, Karen Elson, Karlie Kloss, Karmen Pedaru, Karolina Kurkova, Kasia Struss, Kate Bock, Kate King, Kate Moss, Kati Nescher, Kel Markey, Kendra Spears, Kinga Rajzak, Kirsi Pyrhonen, Kristina Salinovic, Lara Stone, Lily Aldridge, Lily Cole, Lily Donaldson, Linda Evangelista, Lindsay Ellingson, Lindsey Wixson, Liu Wen, Magdalena Frackowiak, Manon Leloup, Manuela Frey, Maria Bradley, Mariacarla Boscono, Marie Piovesan, Marine Deleeuw, Marte Mei Van Haaster, Mary Charteris, Milla Jovovich, Miranda Kerr, Nadja Bender, Naomi Cambell, Naomi Preizler, Natalia Vodianova, Natasha Poly, Nina Agdal, Olga Sherer, Petra Nemcova, Poppy Delevingne, Raquel Zimmermann, Rosie Huntington – Whiteley, Ruby Aldridge, Sara Blomqvist, Sasha Luss, Sasha Pivovarova, Saskia De Brauw, Shanina Shaik, Shu Pei, Sigrid Agren, Snejana Onopka, Solange Wilvert, Suki Waterhouse, Suvi Koponen, Tau Lennox, Tanya Dzhahileva, Tiiu Kuik, Tilda Lindstam, Toni Garrn, Tyra Banks, Valerija Kelava, Vlada Roslyakova, Yumi Lambert, Zuzanna Bijoch Modele Fashion TV: David Agbodji, David Gandy, Dmitriy Tanner, Miles Mcmillan, Noah Mills, Paolo Anchisi, Sean O’Pry, Simon Nessman .

Chapter III.

3.1. The development and expansion of horizons is extremely important for career and condition of the company. For the purposes of maximizing profits are made further attempts to development. Lisowski being the owner of one of the most outflow and a well-known

media in the field of fashion, beauty, trends and style decided to expand his business interests into other profitable segments, such as the network of hotels, bars, shops, drinks, gyms, production of chocolate, tea and many other goods. He took even organizations weddings. He did it to further increase the popularity of Fashion TV, to gain even larger fan base. Reaching out to the recipient through a variety of sources is building better brand awareness. It is said that Fashion TV is not just a TV channel or the Internet, but also a lifestyle. Any action taken by Lisowski to provide information fashion, a widely developed network of diverse services to integrate people.

Fashion TV is an enterprise optimistic, determines the growth opportunities in every situation, to give a positive outlook. Owner of the brand under the sign of the diamond collaborates with other companies, since it is the collaboration opens a new window, giving a fresh look at new opportunities and a flexible strategy that helps you get out on track in the event of any serious situation.

One of the guiding principles of the company is striving for excellence, quality improvement in all aspects of operations, including with respect to others. For a company counts prospects. One of them is to reach the widest possible audience through the offer of high quality services. With the induction of confidence, arrogance and lack of awareness, that something can always be improved, the company is developing in a surprising pace. Currently Fashion TV is most popular in Asia and Indonesia. The ability to easily adapt to new changes and also promotes the development of the company.

It may seem obvious, but it should be noted that the main objective of any action taken is customer satisfaction with services, buyers of television. This is the basis of success. Fashion TV is received, and offers its services on five continents, the 7 million places in the world, which undoubtedly proves its power.

The main strength of Fashion TV is a strong image. In the past few years, the company has become one of the most dominant brands in the industry. The bottom line is that FTV still uses his strength and continues to grow. Brand has become really powerful, expanding the international market, in the most interesting parts of the world.

The main vision of what the company should continue to pursue the favorable development of the economy are as follows:

The leading satellite

- transformation of the website and service network in more exciting
- Aggressive pursuit of expansion
- Increase the productivity of all assets
- Building a more compelling, locally relevant assortments
- presentation of the history of the products in clear communication with clients and customers using all available forms of communication
- Create dynamic, productive store environments, hospitality, beauty, etc.
- The implementation of programs for the improvement and customer service
- strengthening presence in Europe, as in Asia is at a high level,
- Investing in new strategic opportunities
- Innovation and testing of new forms and ideas for new products
- Increasing the existence of various services in order to better reflect customers in all markets

Fashion TV for customers considered to be people who value luxury, lavish life, well-oriented fashion, loving fashion, traveling and discovering new cultures. It is not only delight the fashion programs, but the introduction of elements of fashion in their own lives. Those for whom the fashion is the dominant component in life, they can not imagine their existence without it. This section describes the activities carried out by Fashion TV.

3.2. Over the past 30 years there has been a huge change in many markets. Progress reached also for cafes, bars and restaurants. People more often instead of meeting at home with coffee or tea to choose the option bar. Currently, bars and all kinds of cafes are very popular. The network Fashion TV Cafe and bar is very well known among locals and tourists alike in many

places around the world. These are very popular places frequented. His design differs from other such places. The main thing that is in each of the Fashion TV Cafe are porozwieszane throughout the property televisions, projectors and screens, which constantly presents the program of Fashion TV. Many people come there out of curiosity, others are regular guests. Total delights decor and atmosphere there. Effective specific dress cod. It is an elegant place, which should come at the right outfit. People in a jogging suit, sport shoes or a headdress, unfortunately, will not be recessed. It is said that the first impression is the most important. Exterior view of the Fashion TV Cafe makes you want to go inside. The most popular and most visited places where you can drink coffee are considered to Starbucks, Cafe Nero, Costa Caffe, Coffee Republic, Gloria Jeans, Hard Rock Cafe, Dunkin Donats and Fashion TV Cafe. These places are a large competition. These brands compete with each other by offering products and services at once is better quality and competitive prices. You have to be well oriented in the competition to stay in business. Most of these brands on the market for over 25 years, Fashion TV Cafe less than 19. The selection of the right people makes Fashion TV remains on the market, without fear of competition. Fashion TV Cafe started its activity in 1993 in Paris as a cafe where, as already mentioned, was presented fashion. Described in this paper bar is open between the hours of 8 am to 4 at night. They offer all products Fashion TV Cafe but also vulgar cocktails and other spirits. In bars you can buy snacks, desserts and sushi. Clients are people of all ages. It is both a cultural youth and elegant, mature people. You can see that most of the guests are interested in fashion. The decor of the bars is very stylish, fashionable and modern. In the background you can hear music constantly, usually are the most popular songs at the time the lists of music. These places go with the times. In Fashion TV Cafe they are also organized all kinds of events such as fashion shows, invited celebrities from the world of fashion, famous DJ and organizes other events with high standards. Design and continuous presentation of fashion stands OWA cafeteria among many others, where mostly on television screens is presented sport. This type of site can be found on street corners in major cities. Bearing in mind that a large number of people are interested in sporting events Fashion Cafe went out against their expectations. You can view major sporting events such as the Champions League or the World Cup. It is primarily a place to present and explore the mysteries of the world of fashion. Learn about the history of famous brands or names of world-famous designers and models. The unique strategy is a very important element to attract, interest and retain customers. Lisowski believes that the market in China will play a key role in its business. Since China's largest population of people living, opportunities prosperous cafes are huge. Among the younger generations the habit of drinking coffee has

become very popular. The current lifestyle of people in China is conducive to the development of many cafes. Meetings to entertainment or business in a well-designed cafes now seems to be on the agenda, entered in the ritual of the day. Everything, so every business has its own advantages and disadvantages. For the strengths Fashion TV Cafe is considered the fact that it is a world famous brand with high standards. People like to be in some way connected with the world of fashion, ie with Fashion TV. Bars are found only in the best locations of the city. Young, polite and attractive staff make that people have wanted to spend their free time there. Weakness is a lot of competition and negligible franchise opportunity. In favor of the cafe Fashion speaks, that promotes itself through a unique channel. These sites are considered to be excellent tourist attractions. Fashion Cafe is located in Wiednu, Moscow, Tel Aviv, Dubai, Cairo, in Shanghai, China, Thailand, Bali, in many places in Indonesia, Japan, Cyprus. The best known and spoken slogan is: I Love Fashion TV. These logos can be heard on many filmikach organized fashion, and places to see on websites.

Given the fact that with the luxury and extravagance associated also play poker, roulette or bridge discussing bars worth mentioning the casinos from the same tracer diamond. Lisowski also opened a few places where the feeling of risk and excitement are obvious, namely Fashion Casyna. Like all places under the sign of the diamond and is characterized by glamor, elegance, luxury. The entrance is in the shape of a large diamond. Casino inside is divided into several parts. They consist of Bond Street, Cavallii Room, Versace Vip Room, Diamond tables, Lounge, Studio Club, Fashion Cafe. As you can see names refer to the names of well-known fashion designers, and so everything revolves around the style and good brands. There are also organized fashion shows. Slot Machines are marked with the logo of FTV, moreover, in contrast to other machines on the pictures appear topics or fashion shoes Loubutina handbag Versace, luxury cars, famous models, recognizable brand worldwide. This is something unique, which can be seen only in the Fashion Casino. The decor of the casino is a theme, like eg.: Pyramid, Treasure Island, Babylon. Music in the casino is Hard Rock. Every hour between tables held Cat Walk performed by famous models. Also installed screens on which are presented shows of Dior, Vicotri'a Secret Cavallii, Chanel and other famous brands. Casino under the sign of the diamond has been designed for businessmen, celebrities, retirees, models, photographers, successful people, voyages. For anyone who appreciates a good sense of style. It has also created a website to play online FashionCasino. Home is located at: <http://www.betftv.com/> Below is a sample picture of one of the Casin.

3.3. Lisowski founded a network of Fashion Hotels and Residence to customers the full extent able to stay in luxurious places, and to be even closer to the world of fashion. He said, "I have a dream to create love through design," or "I would like to create love through fashion." Viewers of this TV is mostly business people, people who travel a lot. For these people is very important holiday, hence the idea for opening a chain of hotels. The concept was to create a high-class hotels in the most interesting and attractive parts of the world. Hotels amaze with its architecture, they are fashionable, sophisticated with excellent service. They are designed in a way nasuwający quick association with the fashion community. Stay in them is to provide relaxation and recreation. They are equipped with the latest technology innovations. The vast space looks very elegant. The hotel also hosts major fashion events, promotional activities, fashion shows, events for VIP, photo sessions, interviews with the stars and other social events. Construction of Hotels, resembles the letter F as Fashion. Tower Hotel Fashion is a form of rotating diamond. The hotels are very modern. The fact that the word television, has enormous prestige among the brands in the world makes the F Hotel itself promotes. Residences are an attraction all over the world for fans of TV fashion. Hotels distinctive unique style are achievable at a price you can afford a lot of people. In hotels there are night clubs. Their ceilings shine floating diamonds and the floor gleams. In some lobbies lobby is a five. In the lobby you can find figurines of famous fashion designers and models, known fine dining restaurants, a roof terrace, bars, VIP rooms. Moving between the floors facilitates panoramic elevator. The hotel can use the swimming pool, spa salon, gym and beauty parlor - you can find everything necessary for relaxation. The rooms are divided into four categories: silver room - 32 square meters, gold room - 48 square meters, Platinum suite - 80 meters kwadratowych, diamond suite - 160 square meters Each of the rooms has a logo of a diamond. Fashion Hotels were created in Moscow, Beijingu, Tokyo, Milan, Paris, New York, London, Madrid, St Tropez, Ibiza, Sardinia, Bali, Sao Paolo, Noidzie, India, Jimbaran, Dubai, Vienna, Warsaw. Presented below are two sample images Fashion Hotel.

3.4. Owner Fashion extending its activities to other industries took up the production of high-proof drink Fashion Vodki. This alcohol is also under the sign of the diamond. Produced by Michael Adam Lisowski in the Torun Kopernik Vodka Factory Vodka is available on the market. A global distributor of F vodka is a company F Beverages. The production process Fashion vodka has been kept secret. We only know that vodka is distilled several times and filtered through activated carbon. Used to produce water comes from their own deep-water intakes - is drawn with chalk decks and treated. Fashion vodka recipe is based on the tradition

of producing vodkas, which dates back over a hundred years. The first market where there was F vodka was Polish territory. Advertised in the most expensive clubs around the world as an exclusive brand of wealthy people and those who like to have fun. The promotion of vodka was held in Paris, Kuala Lumpur or Jakarta. In almost every corner of the world. Adam even had the idea of creating a special series of alcohol, which he was signing the Roman Polański-famous director, but the idea fizzled. This coincided at the time of the decision to the director's house arrest in Switzerland. Adam Lisowski could not carry out his plan. In view of the diverse wealth portfolios of potential customers, Lisowski F produces vodka of varying quality and thus different prices. It is therefore luxury vodka collection, which is vodka from the collection of luxurious and F vodka party collection - vodka is ideal for events for a slightly lower price. Here logo Fashion Vodki

From time to time the market there is a product which quickly finds himself in the right class for him. Such a product is called unusual, it is a kind of leader. For such goods shall be deemed to precisely Fashion vodka from the collection of the Luxury. Alcohol has herald a golden age. The provision was originally reserved for a select few people. Today, however, provides the pleasure of connoisseurs around the world. Luxury Collection Vodka is the culmination of the fundamental values of Fashion TV, the largest fashion medium in the world. As a synonym of fashion is considered the glamor, sophistication, beauty and luxury. These qualities characterize the F VODKA. It is designed for people who want to experience the feeling of good style, glamor, elegance and finesse in every possible inch and in this particular case also delicious taste.

The product is manufactured from the raw materials najklarowniejszych. Modern technology also enhances it. Taste, quality, interesting design of the bottle with the logo of Fashion Tv makes alcohol is a reflection of contemporary trends. Fashion Tv Luxury Collection Vodka contains a 40/43% alcohol. The smell in some way gently excites, moreover, is smooth, clean and subtle. The taste of luxury alcohol is mild, silky. This is due to the fact that the word brandy is aged for several weeks, which allows it to obtain these characteristics subtlety. Delicate and soft texture make it extremely it tastes. It is transparent. It is said that Fashion Vodka Luxury Collection is the elixir of fashion. It is certainly the highest quality brand for those who appreciate quality. The product enjoys the full support of Fashion TV. It is available in volumes of 10 ml, 50 ml, 70 ml, 100 ml, 175 ml and 300 ml. Below is a photograph Fashion Vodki Luxury Collection.

Another vodka is mentioned F Vodka party collection. The product is available for a wider range of consumers. Alcohol also is produced in Poland. Distilled four times and mixed with pure spring water. Bottled vodka also has a unique, harmonious taste. This drink is a reflection of purity, simplicity and clarity. Visible gold color on the bottle is meant to symbolize style and confidence. The product is associated with high standards. Fashion Vodka Party Collection is designed for people who have their own style, a lot of contacts and like to party at home, bars and clubs. It is simply for those who know the taste of life and are able to enjoy. Color, as with the luxury version, is transparent. It is also available in the same capacities as another version. Below is a picture.

3.5. The launch of its own vodka led by Michel Adam Lisowski to address the production of luxury beverages. For the production of energy drinks we hired a large number of employees. Among them were biochemists and experts in the field of marketing with years of experience. They worked to create the best recipe energy, including taurine, based on the berries Acai Berry. Berries Acai Berry included in the drink, give it a refreshing effect. They created the so-called Fashion Beverages. The market shows strong demand for energy drinks. Lisowski noticed these needs. He created his product. However, despite all the global market dominated by Red Bull. F energetics is the same quality as Red Bull, however, is not its copy. Substitute the name of Fashion energy drink is F88. Perhaps with time energetyk Fashion TV will also be more recognizable thanks to television from the same logo. The product has a slightly spicy flavor. Ads promoting Fashion energetics are broadcast on the channel Ftv. Drinks can be purchased at clubach and bars under the sign of the diamond. Many famous clubs all over the world wanting to have a Fashion TV as a partner also sells their drinks in their own premises. Energetics found a crowd of supporters in Brazil. Residents believe that it helps them to have fun, be rześkimi and feel zrelaksowanymi. Fashion energy drink manufactured in Austria. For its production uses natural Austrian water. It ensures high product quality. Below is a photo of energizing drink Fashion.

3.6. In order to exist in the global production of Fashion Tv he came out with another product's own brand champagne. The company produces two types of champagne. These are the Grand Cru Champagne Fashion and Fashion Champagne Grande Reserve. The former Champanów consists Chardnnay 55% and 45% Pinot Noin. It is sold as a product of five. Production is based on the highest quality grapes. The golden color of sparkling wine and small bubbles form a sympathetic view. Bouquet fragrance is a combination of the smell of flowers and fruit notes. Champagne is clean, smooth and very well balanced. Product number

2 is composed of 30% of Chardonnay, 60% Meunier, 10% Pinot Noir. It matures three years. The taste is a combination of apple, peach and pear. This carefully balanced champagne has a pale yellow color. Wonderful aroma complements the taste of juicy fruit. The alcohol is produced in bottles of 0.75 milliliters. In the picture below for both products

3.7. At the champagne production does not end there. Another beverage produced by Lisowski is Prosecco. It Prosecco hundred percent, absolutely sparkling. It contains 11% alcohol. The scent is fresh and very light. As with all products of this brand so this is very well balanced. Prosecco is delicate in taste, you can feel the almonds. Manufactured in Italy, a country known for its production of this type of beverage. Used to produce the grapes come from the Veneto region. Alcohol is usually drunk without additives. Very good flavor also as an addition to many cocktails. Perfect for small parties, greeting, toasty, also works great in between meals. Excellent drink for every occasion. Adds the formation of many events. Below is a picture Fashion Prosecco

3.8. The final liquid commodity Lisowski is Luxery Fashion Spring Water, Water signed with the logo of Fashion TV. Lisowski said that looking for a product that reflects the Elixir of Fashion. After a long search found the crystal clear water. He found it in the mystical Alps in Austria. Place these well-known were the ancient Romans. Also loved by the Austrian Princess Sisi once asked her husband to her palace brought this water. Drinking it danced to the music of Mozart, Beethoven and Strauss. Bottled water is in Austria. It is the purest water with many minerals with a high PH. Below is a chart commanding high quality Fashion Water. PH of the water is up to 8. It is worth mentioning that healthy for the body's pH should be more than 7.84. The higher the pH value, the higher oxygen content in the water. More natural oxygen is higher dose of natural energy. This water contains up to 9.2mg of oxygen per liter, which adds to the taste of freshness. 2 mg of sodium - the amount of sodium in the water should be less than 20 mg per liter, a high amount of sodium leads to hypertension. 45 mg of calcium - consumption is suitable for health, strong teeth and bones, 13 mg magnesium-improved yield important parts of the body, 170 mg dwuwęglanu- best for the body absorbed dose varies between 50 and 200 mg per liter, 1mg potasu- 4 - the best dose is less than 5 mg / l, potassium plays an important role for the development of muscles and the transmission of impulses to the heart, 1mg nitrate, total dissolved solids is 145 mg - the ideal amount would be from 100 to 300 mg per liter. By analyzing these data can be seen that water is a natural and very healthy. It is well known that drinking water is essential for the proper functioning of the body. Therefore, the quality should be as high as possible. The

recommended daily amount of drinking water is 1.5 to 3 liters per day. Water bottle was designed for models, modelkach and successful people. It was also created a special version for children. Collection name is Luxery Fashion Spring Water for Babies. First of all, it is known in Austria, Germany, South Korea and Hong Kong. Available capacity is 0.25 liters, 0.5 liters, 1 liter and 1.5 liters. Presented chart was prepared by the Institute of Environmental Medicine in Vienna.

Below is a picture Fashion luxery spring water. Logo on the bottle diamonds with wings. Basic logo Fashion TV. This logo is viewed daily by thousands of people around the world, from Paris to New York, Dubai to Tokyo. The view of the mountains on the bottle is a reminder of the grandeur, półksiężyc- fresh air, nature, clear night sky littered with stars. They give a feeling of purity, freshness and a sense that the water comes from a source in the beating heart of the Alps.

3.9. Lisowski wanting to appear on any of the possible markets also took care of a chain of shops. Fashion Tv works with licensed designers to ensure the collection of clothes from the sign of the diamond quality. Collections of clothes are available in the F stores worldwide and online sales. The offer is directed to both women and men. Presented in the shops things are clothes, lingerie, cosmetics, swimwear, headwear, footwear, eyewear, jewelry, watches, cigars, accessories useful for travel, belts, and even perfume. The products offered in its stores are designed both for everyday use and for party or elegant meeting. The offer is very wide. For the male audience believed to persons aged 25-54 years, socially acceptable, active, curious. They watch Ftv mainly due to the presentation of beautiful models and models, good music, news from the world of fashion and presentations exotic places. That she understands and appreciates fashion. This is a person who likes to look good in a stylish, unique creations. Such a person distinguishes elegant style of everyday life and can make good use supplements. The collection of clothes for men has been designed after analyzing these guidelines in order to fully meet the needs and requirements of those fascinating fashion.

The female part of the audience will generally comprise women aged 21- 34 years old. Women who like shopping in exclusive boutiques, good shopping malls. Who like to have a few accessories such as jewelry, watches and handbags. Women tracking Fashion TV is generally a girl aged 13 to 25 years seeking information on the latest trends, tricks make-drop. Some who want to find and refine your style. Female interesting to Fashion TV is an open, self-confident, cultural, actively spend time, knows the latest trends, but also represents its

own, perfectly reflects the personality, style. Such a person has a sense of aesthetic and fashion treats as a lifestyle. He likes to explore new products and stand out from the crowd. Collection Fashion TV was created just for ladies who represent over represented profile. Collections are inspired by the demonstrations of the world's fashion capitals: Paris, London, New York, Los Angeles and Milan.

Accessories and all kinds of jewelry is an essential part of creation. It is also the most popular elements of the brand's sales Fashion TV. These additions give a sense of attractiveness and elegance, which is why people often reach for them on several occasions.

Fashion sales of products increases from year to year. The first store was opened in Bangkok, later appeared throughout the world in places such as Dubai, Indonesia, in Thailand, Turkey, China, United Arab Emirates, Kuwait, North Africa and the Middle East and Europe. Altogether now have opened is 112 shops throughout the world. The decor, as in other places, it is very exclusive. In the middle of the store a variety of designs on the diamond refers to the company's logo

Currently, each group production and retail sales located in China, Thailand, Indonesia and Turkey has its own design team, consisting of a team of designers from Italy, France, America, Japan, China and Indonesia. It is known that "what the Romans do." Style in different countries are different, and the collection of Fashion TV wants to reach as many people and meet their expectations. During the year, we are presented four new collections. The composition of each of them are 300 new products. The products are available in all sizes

3.10. A well-developed Internet service great advertising Fashion TV. Many studies which show that 90% transferred to the brain of an average human information is via images. Using the images, you can express strong emotions, to arouse tenderness and animate some kind of sentiment without the use of larger amounts of text. So social networking sites using the appropriate combination of content with the image they give the opportunity to a stronger emotional attachment.

Year after year, social media have become increasingly growing in strength phenomenon. They have a huge impact on both companies and individuals, their consumers and the general civilization. Because of these phenomenon are currently alive in culture distraction.

Biorąc Under the microscope definition of social media, you can learn that the media is "a term referring to the generally understood the use of Internet and mobile technologies to turn communication into interactive dialogue."

In general, the interfaces are easy to use, well-designed focus primarily on photographs and the discussion around them.

Portals such as Facebook, Twitter, Instagram and Pinterest are the places with the highest concentration demographic. Users than browsing all kinds of content can also learn about new products and brand.

Statistics show that only in Poland about 43% of the population uses social networking sites, and about half of them are more likely to remember the brand and identify with it just by using these portals, and than to the use of television advertising, or any other type of medium traditional

In 2009, according to the report, "Power of the People - Wave 4", prepared on the basis of studies in 38 countries, including Poland, prepared by Universal McCann, shows that the world is currently 625 million active Internet users. Social networking sites visit at the thirteenth man and every third surfer in the world, namely

63% of all Internet users worldwide use at least one social networking site

- More than 64% of active Internet users spend free time managing your profile on various social networking sites
- 71.1% of Internet users visit friends' profiles on these sites
- 83% of Internet users watch video and up to 33% add their own
- 76% of users publish photos on their social media profiles
- 29.1% of people write blogs
- In the service Facebook is registered over one billion users

Any possibility of obtaining a new audience and build greater brand awareness is not to be underestimated. Thanks to social media brands are more easily identified and more accessible to customers. Adding posts creates more opportunities to establish a conversation and win the next group of supporters of the brand.

Quoting Digital Network "social media is under the control of social media, which can be used to communicate on any scale containing both media content and the possible points of view regarding the information. This follows directly from the nature of social media, which are focused on dialogue, polemics, discussions, exchange of views and socially realized an analysis of both the relationship as well as the form, scope and nature of the information presented. "

Willingly or not, social networking sites are now everywhere, are an integral part of everyday life. Many companies have been successful thanks to contact with the Internet. The advantage of social media is easier to know customers, which has never been as easy as now. Access to the results of demographic characteristics and behavioral patterns of possible future customers makes it easier to reach the target audience, define their needs and respond to them. Facebook, the most famous and used social network. Registered users can create their own groups, share information, exchange messages, post pictures or videos. It operates all over the world. This is by far the most popular online service that brings together people. Facebook founder Mark Zuckerberg earned an enormous amount of money on the site, and thanks to him the other businesses can easily advertise. Fashion TV is there also an account. His profile obtained until more than 4 million of likes. The main profile of the station FTV on Facebook is conducted in English. The website can be found under the information data such as date of creation, which is already mentioned in the previous section 1997. The keynote password is placed on the profile "See it first on Fashion", in translation: See it first on Fashion TV. This is one of the guiding slogans as they appear in any website associated with the television and the fashion in the same fashion TV.

Facebook has been presented in a few words the mission. The first point says to be ahead of the Rest, or be ahead of the rest - Fashion TV was the first to provide information what, how and where in the world of fashion recently happened. These are the latest news from the world of fashion, trends, gossip, and life models and models. The second mission: TO INNOVATE - innovate. Another: is to entertain, or to present the latest facts from the world of fashion in a way that combines information from the fun. Another often repeated slogan, also payloads on

Facebook is: EVERYTHING THAT HAPPENS IN THE WORLD OF FASHION AND TRENDS, HAPPENS ON FashionTV, in translation: everything that happens in the world in the field of fashion and trends happening on Fashion TV. On Facebook, they are presented to all the most important information and events from the world of fashion. News is published almost moments after the incident. The site has many videos, because fashion is mainly visualization and aesthetics. Moments after the Oscars has posted a video of Leonardo DiCaprio. During Fashion Week regularly presented video reports of events. They presented the latest collections spring-summer, autumn - winter-known brands. Most are Burberry, Michael Kors, Mulberry and many others. On that social networking can also find videos of Backstage big shows, interviews with well-known personalities from this industry carried out specifically on request Fashion TV. The website is updated very often, which makes it contains a huge amount of good material presented. Number of fans on FB is a testimony that this is a company known worldwide, which won the hearts of millions of people, and its popularity continues to increase. The main fans of Facebook are women. Lisowski and his company are very popular. It has a dozen fanpagów on various social networking sites, including Facebook, in many languages. Even in Polish, where Fashion TV only becomes more recognizable station, the person Lisowski and his business has about 15 different fanpagów, and each of them has the several thousand members. On these stronkach presented information from the life of Michel, where he, as planned. As for the FTV are fashion shows, fashion events summary, rankings, best-dressed men, presented new collections. Each party is updated daily, enriched with the latest information.

Another place on the Internet where FTV received a huge amount of fans is Youtube. Founded in 2005, Internet service gives you the ability to put in the way of free movies and videos. This is the ideal place for self-promotion and self-promotion for Fashion TV. Fashion TV channel on Youtube has reached the number of more than several million page views. This demonstrates the huge interest in fashion presented by the TV. The most visited page is recorded in the United States, in second place is India, another and Germany. The smallest popularity of this channel is among the population of Greece. On Youtube you are presented exactly everything that appears on-air television. At the right name shows all the events presented on the air. There is a huge amount of material, nazbierały from the very beginning of television. From time to time YouTube is updated and enriched with the latest video clips. Without a doubt, you'll find every event from the world of fashion over the past few years

Fashion TV is on the list of top 300 media around the world. On the server, Google also has more than 4 million fans. Information about the station you can easily find on the net, their number is impressive. From the news by photos to the videos. FTV occupies 24th place in the ranking of the most visited sites on Google. The TV station is also available on the Internet at such sites as dailymotion.com, www.blip.tv www.myspace.com, www.twitter.com www.vk.com. For all of the social media, this station is very popular.

Very recently became popular Instagram. Fashion TV also has an account there. It presents news in the form of videos and photos. Instagram's popularity is huge and growing. The official account is conducted in English, with additional country-specific binding in the language. In addition, Fashion TV is also on his Instagram profile bars.

Keeping up with the times Fashion TV even has its own application on the phone. It has quick access to trends and news from the world of fashion and show business. The application is available in the Apple Store in English. Presents thousands of pictures of models and models, movies, the most prominent fashion designers and fashion events from every corner of the world. After all, the most popular and extensive and abundant with all possible information is the official website at www.fashiontv.com.

Home is conducted in English. The website has a lot of bookmarks. The page layout is clear, well-organized. The main tab is:

FTV.COM LIVE - here you can watch TV online

- Video - access to structured chronologically videos
- TV - tab includes TV shows - shows, daily play list-day list, TV Schedule- television program, and satellite info - Satellite
- Gallery - photo gallery with pictures from the world-famous shows and the latest collections of famous fashion designers
- News - page provides news from the world of show business, celebrity, announces upcoming events fashion

- Specials- contains detailed information on the course FashionWeek, awards for the models, the life of Victoria Secret, men fashion, fashion shows calendar events, interviews, advice, information from the fashion industry
- Products - Here are pictures and descriptions of all products distributed by Lisowski
- Corporate - here as well as in products, there is a description of all available products on the market under the sign logo, but specifically developed
- F Films - films based on historical events produced by Lisowski
- Register your place - the last tab is used to contacts with people who opened Fashion TV café

Additionally, contact enables the given email. This e-mail can get answers to any questions. The site tried in a professional way to share information about the company and its activities posted on all the information on the history and development of the company, TV FashionTV, information about fashion events, organized ventach, interviews with photographers, celebrities, models, models, presentation of trends, a description of the most important events from the world of fashion. For an analysis of the entire page is needed for many hours, which testifies to its very good fine tuning. In the era of fierce competition rapid provision of information to the recipient is a very important element. The website has countless videos and photos. The appearance and content of the page testify to her writing by experienced programmers

Fashion TV through its broad range of activities provides more film material and information about new fashion than 10 world's most famous magazines of the industry. Rapid and wide access to information about the activities of Fashion TV is a great self-promotion .With this brand is recognized and appreciated around the world. Lisowski also produces his own films. Actors are models and models. Their roles are associated with fashion. Shares roll in exclusive scenes and fabulous beaches in various parts of the world. The story is mostly a love story or adventure story. Some productions are based on historical facts. Films production Lisowski can be viewed online or channel Fashion TV. Premieres fashion films are also presented in museums and theaters. The last film of Michael Adam Lisowski moving

subjects treatment of the Jews and the fate that fell on the Jews during World War II. The film premiered at the Jewish Museum in Vienna 10.03.2016r. The budget was approximately EUR 5 million. The length of the film is 110 minutes. He was recorded in English.

In the list of tourist attractions are placed the city in which they are established unit FTV. Undoubtedly, it proves their high rank. Media is an ideal environment for business expansion, and therefore plays an important role self-promotion on social networks. Getting directly to the individual recipient is extremely important. . Fashion TV also organizes in cooperation with other brands all kinds of events. Thus secures another ad. This tactic is most beneficial for the company. Versatile activity expands market. Focus on one will not ensure success. Competition today is huge. Wide activity provides a wide audience in different fields. It raises the same brand awareness and contribute to solidifying its image.

3.11. The last element discussed in this work is FashionTV magazine. The monthly published in Indonesia in English and distributed to other countries. Analysis of the magazine starts from the part of the visual content to the right.

The newspaper enjoys great popularity. Almost everyone cares about neat and fashionable appearance, accepted and valued by society. The first impression is literally only once. The brain makes a subconscious evaluation in a few seconds and nothing is able to change later. So it is important that the impression was favorable. The vast majority of people judge others by appearances in the proverb: "What you see is what you write," While this may be superficial and unfair judgment. Due to the fact that people are generally good eyesight. Behavior patterns, tasteful selection of clothing, appearance affects personality, the whole of the person. These elements affect the way how a person is perceived by others. Many people would like to express yourself through your clothing, eg. Rock fans like to dress in black, and football fans wear tracksuits and small accessories such scarves in the colors of your favorite team. Businessmen wear the suits and so on. It is said that clothes do not make the man, but the analysis of reality denies. Before you know someone is estimated that a person visually. Hence the popularity of FashionTV magazine

The first part of the magazine Fashion TV, which touches the reader, is the cover. Old Polish proverb says: "Do not judge a book by its cover",. But it is a cover to attract the reader before they know the content. Cover shaping the opinions of potential customers on the magazine and decides on interest copy. Refined cover this kind of lure for the recipient. This card stock. The following will be presented examples of FashionTV cover of the magazine.

A fixed element of each release number is marked on the cover of the year, month, and the number of publishing and ISSN. Located on the cover of every copy of the title of the release of "FashionTV the definitive guide for fashion diamond club member", which means "FashionTV - the ultimate guide for club members diamond fashion", was undoubtedly a distinctive logo.

Another characteristic of the journal thing is carefully selected the concept of color for each number. Graphic designers who take care of the visual part of the magazine knew perfectly well how to play a huge role selection of colors, shades and colors. On the cover there is a lot of inscriptions, but those that have been placed, are created in a thoughtful manner graphic. Each cover has a characteristic color of color, maintained the same tone. Another element is the color intensity. Color saturation increases towards the top cover of the magazine. All items on the cover are interconnected. Font matches the background. On the cover, as already mentioned, there is not too many prints. Besides the logo and the number is only the title of the magazine, keynote for a given month, the person's name on the cover and the titles of the four interesting topics that are in the middle of the magazine

Another seemingly trivial matter, it is the back cover of the magazine. Front and rear makes one flow together, colors are kept in the same tone. On the back cover they present various types of advertising and promotions for upcoming events. The used colors are zjednolicone paper, which has been used for printing magazines

To produce good first impression, also contributes to the said paper. FashionTV used for printing magazines it is strong, thicker, solid. The quality of the paper used for the production of strongly confirmed by the fact that FashionTV is an exclusive brand is good quality, you can lie on the shelf for years and will not be destroyed.

On each of the cover is a picture of a celebrity, celebrities from the world of fashion. People with covers are closely related to the theme of the magazine. Inside the magazine is an interview a few pages and photo session with celebrity on the cover.

The first pages of a magazine deal with advertising and promotion of exclusive products such as the new FashionTV, a collection of Gucci, Kenzo, Alberta Ferretti, Svarowski, upscale cars, underwear, clothes, watches. They are published only advertising-known, exclusive and respected brands. This applies to both the creation and cars, perfume and jewelry. Advertising of each product takes a page or two pages of A4. They are presented in high quality. After about 5-8 pages advertising is a constant for each number contents. In each of the numbers of rows are arranged in the same way that they are constantly. The composition of each of the editions includes:

- Style - style - in this section you will find reports from fashion weekends, presentation and description of the new collections of famous brands, interviews with celebrities from the fashion world, the mysteries of photography, fashion news,
- Spotlight - reflection / reflektor- in each of them is a cover story- the story of people with cover, focus on designer / photograph - focus on the designer / photo - interviews, trivia and tips, stripped bare - interviews with celebrities from show business and their secrets, what a life- what a life-stories of pikany body, perfect life, creatives, adventures.
- Special Report -raport specjalny- pages devoted to pictures and a description of best-dressed actors, actresses, models,
- Leisure - time free-if you were here- if there tice description of the most interesting places in the world, for every number from one to three places, interesting facts about this place and tips on what to see, where to go, what to eat, cultural news
- Features- cechy- love earth- love ziemie- historic, luxury, exotic places in the world, calendar- what and when happened in the world of fashion, upcoming events, birthdays, celebrities
- World - the world- party - world-famous events, telecast

In each of the numbers are above headings. They are a constant, unchanging element. Opposite the presented subjects and topics is again advertising exclusive products. The next page provides detailed information about the edition of the newspaper, such as the names of the President, journalists, models, publisher, directors, address of the establishment, enamel, phone number. The site is next to the promotion of the upcoming number and leaflet appealing to subscribe to their own copy of FashionTV Magazine.

Another constant element on the next flounder is a letter from właściciela- Michel Adam Lisowski. Each written in white on black background. On the left side subsequently entered a photo of the owner, and underneath presented are websites where you can watch FashionTV. Each message from the president of the station begins with the words: Everything That Happens In The Word of fashion and trends happens on FashionTV, which in translation: All what is happening in the world of fashion and trends happening on FashionTV, then it is welcome: Greetngs! Fashion diamond club members. - Greetings to the members of the diamond club FashionTV. Then there is the message we want to convey Lisowski. They concern mainly the recent events from the world of fashion, which he informs the owner of the station. Also tells about the station, plans for future development and availability. In the final paragraph Lisowski or thank you for being a part of FashionTV or encouraged to become a member of the fashion club. This is extremely important because the interaction with the reader makes the recipient feel appreciated and noticed, which means it wants to be interested in further innovations.

The following pages are again advertising. They occupy the entire sheet of A4. Interspersed are the topics presented at the beginning of the magazine. The newspaper predominate photographs. They are also published interesting interviews as well. Each of the images presented along with a description. Holding a newspaper has the impression that the newspaper is exclusive. Choice of words, photographs, interviews with invited guests deepen them. Photographs ignite the senses. Charming place presented on the pages of fashion TV and FashionTV hotels make it wants to drop everything and go on a journey.

The magazines are so many ads as it is they are their main source of income. With the profits from advertising improves television or magazine. Neither the company nor the product has no sense without the use of marketing. It concerns both the advertising published in magazines as well as for those who wish to promote. As already mentioned, the ad-known brands occupy a large area of the newspaper. They are repeated in to fix in the mind of the

recipient silhouette of the product and enhance the desire to have it. Presented on the pages FashionTV products are adequate for its content. They are expensive, high-quality, tailored to customers. The assumption is that after this newspaper reach successful people who can afford to live in abundance. Products are selected on the account of this group of readers, that is, at the same time potential consumers.

Ads play an extremely important role. The very word "advertising" comes from the Latin - advertisers - which means literally screaming at someone. Just screaming and shouting over the traders and merchants hawked their wares in the past and encouraged passers-by to stop at the stalls. The English used the word advertising. First of all, in the studies of American advertising is understood as a measure that is designed to ensure mutual benefits for both the seller and the consumer. It has to improve the efficiency of business and to give dynamism in relations company-client. Since advertising is an essential part of trade, there are many explanations. You should also look at how this term is understood doc. Dr. Barbara Makosa-Stepkowska - employee of the Institute of Journalism at the University of Warsaw. In her opinion, "(...) advertising is any message aimed at the promotion, sale or other forms of use of goods or services, supporting specific issues or ideas, or to some other effect desired by the advertiser, for payment or similar consideration."

If the magazine is the reader liked, appreciated and the recipient trusts the sender, it will sooner or later be tempted to purchase a product advertised in that magazine. A chance to buy a product increases the information or photograph of the well-known and respected personalities from the promoted product.

3.12.

Adam Lisowski very well directed her company and takes care of its development. Many times was appreciated. A great honor for him to be awarded by the former President of the Polish Republic and Nobel Peace Prize winner - Lech Walesa. It was a celebration of the 25th anniversary of democracy in Poland. During the ceremony were distinguished individuals who contributed to this, among other things, it was just Adam Lisowski. Thanks also received Anna Fendi, Patrizia Gucci and Kenzo Takada. Lisowski has won a lot of success, and his head is still full of new ideas ready to be implemented.

This time, because of the fact that slowly Dubai becomes another world capital of fashion, Michel Adam Lisowski decided to make the investment right there next. Dubai is a great place to make any investment. Living conditions stand there at a high level. You do not pay taxes there, so the total profit goes for the businessman, which is another argument that is where to invest their money and ideas. Lisowski even appeared on the cover of the magazine in the UAE - Diplomat. MAL is keen to ensure good relations and guided by kindness, friendship and partnership. The Diplomat Business Club UAE seems to be one of the most exclusive VIP clubs in business, diplomacy and leaders of social networks. The Diplomat Club unites people from these categories so that together we can promote values such as kindness, and that together they could allow the kind of work people most prosperous, powerful, successful people from both Dubai and from other parts of the world so that together we can create new Horizons.

Lisowski wants to build good relations and open the most exclusive hotels, build houses, open the Fashion TV Cafe and its network of stores. To sum up, MAL commissioned the preparation of the futuristic design of the whole complex of Fashion TV, including the above-mentioned objects. It is a huge undertaking dependent on the cost of capital investment and the health of the originators. If the project is successfully implemented, Dubai uprising monument Lisowski and his name will go down in history in the field of fashion. The project will be carried out by the company Matques and Jordy - designers implementation alone is to be made by Emaar Dubai. Is a solid and well-known company executive, has built the world's tallest skyscraper - Burj Al. Khalifa, who has 828 meters high, 213 floors. The company's experience can be a guarantee of success, a project commissioned by Lisowski gain worldwide fame.

Adam Lisowski did not want to stand still, still wants to develop. Constantly wants to move forward and try to pursue new challenges.

Ending

The aim of this study was to demonstrate that modal exclusive TV Fashion TV is the best TV modal and source of knowledge about fashion is not only in Europe but around the world. To confirm this thesis analyzes the various aspects of the television. In the decidedly high

percentage topic it has been carried out. The information contained in that work przedstawiają genesis television Fashion TV, a brief bibliography founder Michel Adam Lisowski and analysis presented on-air programs and projects.

The first chapter presents the form of a businessman, the founder of the station - Lisowski, a brief history of the founding and the manner of its functioning as well as a brief interpretation of the concept of fashion. This is the theoretical knowledge. Another side of this discussion problematyki analyzed TV fashion. Fashion TV is addressed to a diverse age group, their supporters are among young people and among the elderly. The TV in the normal format, as well as the online version, watch the men and women who know that the image is an important part of life, so take care of yourself and your personal development. Television is undoubtedly a luxury television. His supporters are among those with specified requirements of life. FTV has wide coverage and reach to a diverse group of customers who have one passion - fashion. Monthly offers over 100 hours of new material. His range covers five continents, representing 440 million households worldwide. Broadcast is also in seven million public places such as bars, gyms, airports, shopping centers throughout the world.

Fashion Weeks are discussed, because of the fashion point of view, this is the most important event in this environment. Presentation of the new collections aired on television is a high percentage of this content TV Fashion TV. There's no denying that the products offered are expensive, however, as mentioned television should be exclusive.

The last part is a discussion of the other activities related to Fashion TV and founded by Lisowski. Conducting such a wide business network as hotels, bars, casyn, shops, departments and production of own beverages, spirits and accessories illustrates how powerful the company and the brand has become a Fashion TV under the sign of the diamond. Television and other activities are most advanced in the whole of Asia and the situation of the company in Europe is improving. Fashion TV is becoming more and more popular, recognizable and gaining many new fans. Everything is connected with the activities of Lisowski bear the slogan, We Love Fashion TV.

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Summary of master thesis entitled: Fashion TV. The history behind the TV station that exclusively focuses on the phenomenon of true fashion.

Adam Michel Lisowski was born in April, 1950. He is a famous businessmen with polish roots, currently living in Vienna. Many years ago he opened a bar in Paris, where fashion videos were presented on big screens, by that he turned the normal bar into a Fashion Café bar. This was the first step to inspire him to open the Fashion TV channel, which will later become famous all over the world.

Fashion TV was founded in 1997. Currently the channel broadcasts 24/7, featuring mostly clips from many different fashion shows. Lisowski is both the founder and the owner of the Fashion TV Company worldwide. The broadcast program is grouped by different topics and also covers life stories of famous models, designers, bloggers, photographers and also fashion movies. They present everything that has to do with the fashion world.

The television channel is broadcast in the English language. The flagships are in Paris, Vienna, London and Mumbai.

The logo of FTV is formed from a diamond with wings, which might have more meaning for people with polish roots. Diamond represents luxury, prestige, uniqueness and extravagance, while the wings correspond with the Polish emblem. This was a huge patriotic choice.

Besides of the television channel, which reaches the whole world, Lisowski is the owner of Fashion hotels, bars, shops, and many products such as cosmetics, cloths and perfumes. All of

those are under the diamond sign. Fashion TV offers a wide internet service. FTV is the most popular and beloved fashion channel and it keeps growing by the day.

In Poland, Fashion TV can be watch in all digital platforms, encoded satellite transmission as well as in many of the cable networks. FTV also broadcast online on www.f-flix.com and many times there are special transmissions on the Fashion TV Facebook page.

Fashion TV presents profiles of famous personalities from the world of fashion. The company aims to high level and addresses people who are focused on success. Fashion TV is intended to be an inspiration for the greatest number of people in every country.

The network's bars, hotels and casinos in different parts of the world are an example of how well the company has developed during the years and how well known it has become. Moreover, the company has given to its customers and guests a sense of uniqueness and elegance.

All of those things, which are Lisowski property, so mentioned above, hotels, bars, shops, cosmetics and clothes are all under the same wing of Fashion TV, with same logo – the diamond. The diverse range of goods and services made the company became recognizable on all continents.

FTV is the only fashion television channel with such a broad range, cooperating with the most prominent personalities of the fashion industry. It always delivers the most up-to-date news and information from the world of fashion and takes part in all major fashion event around the globe.

The next stage of development of the Fashion brand is to invest in the futuristic fashion town in Dubai. The construction plan has already been approved, now Lisowski awaits its realization.

As fashion nowadays plays a very important role in the life of almost every human, Fashion TV has a bright future. In Poland, the channel is becoming increasingly more popular. Through cooperation with a number of personalities from the fashion industry and by investing in real estate, accessories, perfumes, etc., the company, under the symbol of the diamond, is gaining an immense popularity in almost every part of the market.

This work is an approximation of the image of the company under the sign of diamond.