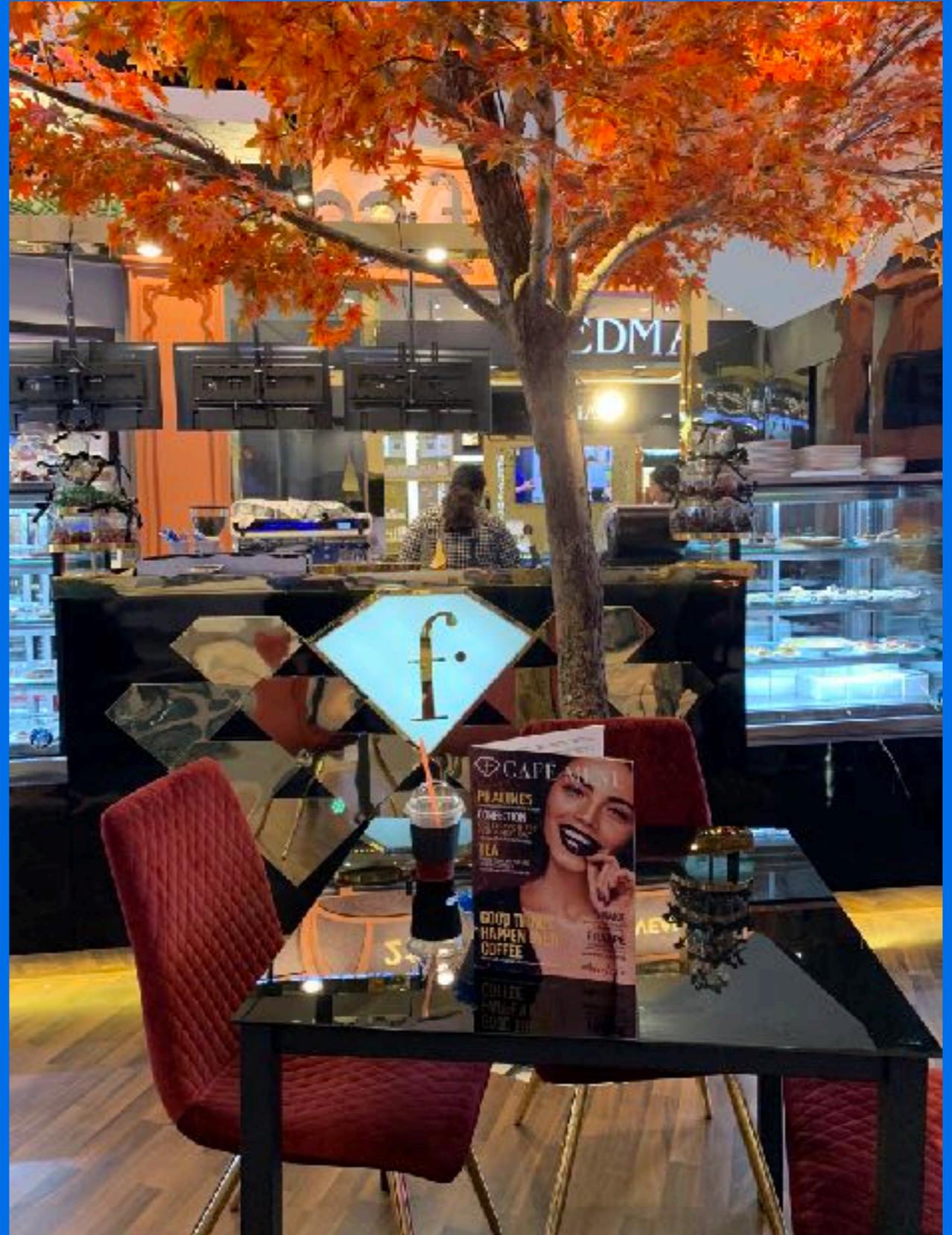


F Cafe Pop-up

1. F Cafe Pop-up Thailand
2. Concept
3. Why F branded coffee shops?
4. Menu
5. F Choco Kebab!
6. Inspirations

fashiontv F Cafe Pop-up Thailand









Miss Universe
India 2017
Shraddha
Shashidhar


Loves F Cafe


Loves F Cafe



CONCEPT

- **Coffe shops no bigger than 70 sq meters**
- **Coffee shop with F merchandise retail area**

PROFIT

- **Big margin coffee**
- **70 sq meter rental surface = cheap rental**
- **Surface in the middle of the shopping mall,
ex. built in staircase - easy adaptable and
available**

WHY F BRANDED COFFEE SHOPS

- **fashiontv is a strong recognizable brand**
- **FTV network is reaching 5 BLN customers all over the world**
- **FTV is associated with high fashion and luxury**
- **strong social media following**
- **promotion and marketing through all fashiontv channels**



f·PRALINES

mouthwatering pieces of heaven



Heaven for chocolate lovers.
A variety of Belgian chocolates to choose from.

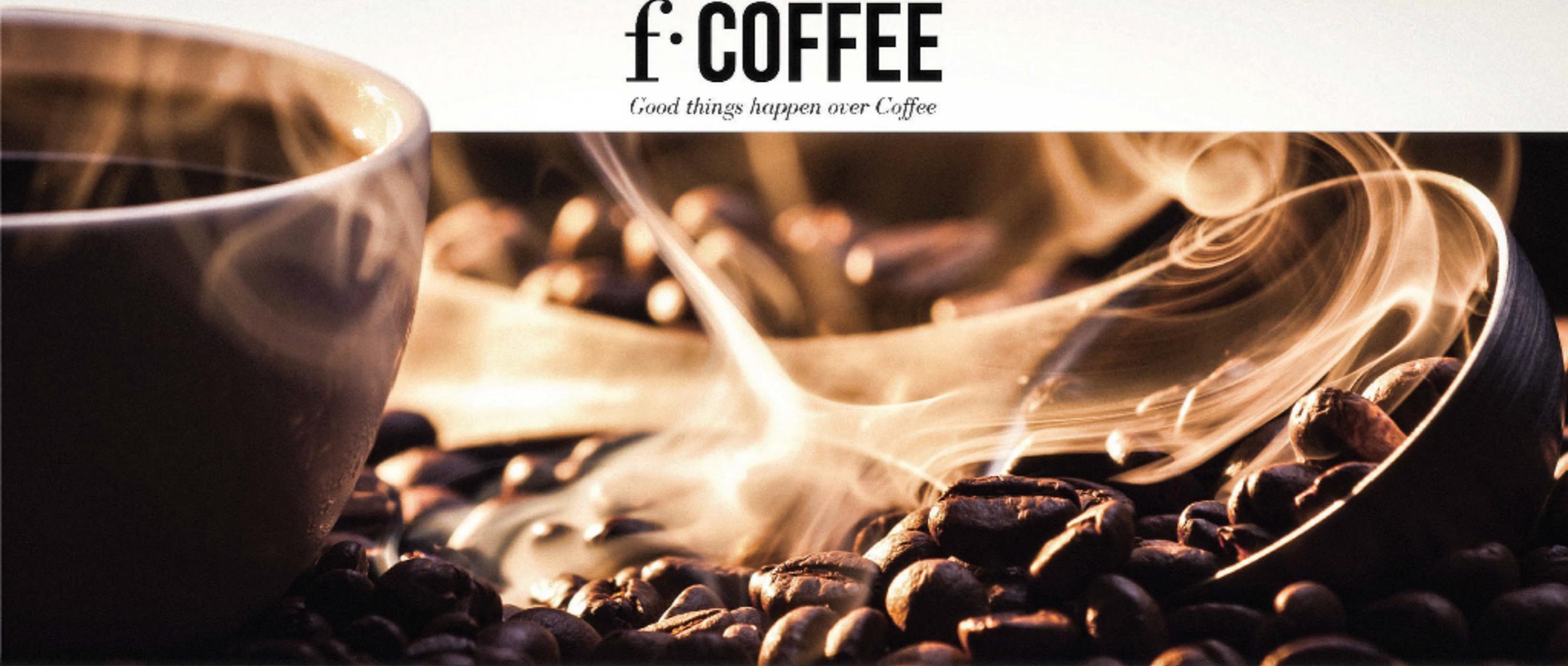
www.fashionontv.com

<https://www.facebook.com/fashionontv>

#lovefcafe

f·COFFEE

Good things happen over Coffee



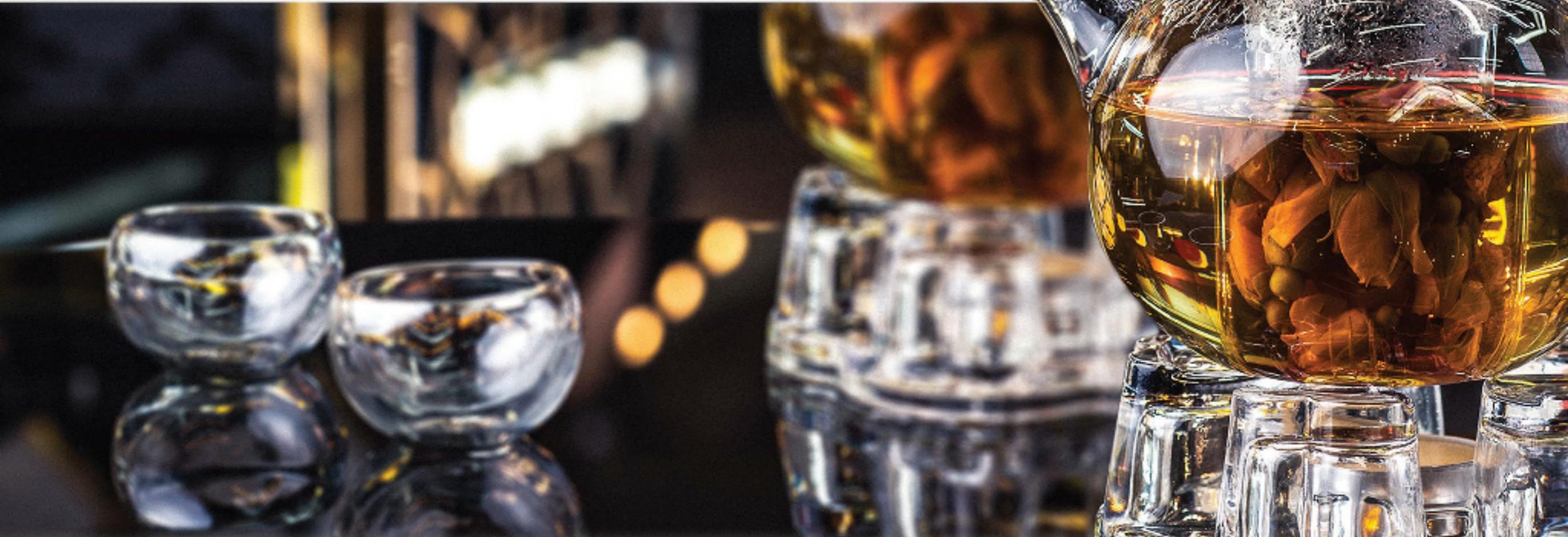
If chocolate is the heart of our operation, coffee is the brain

Make it a better day!

#lovefcab

f·TEA

There's more to life than coffee?



We're reintroducing the pure pleasures of fusion teas

เรา reintroducing the pure pleasures of fusion teas

#lovefcafe

f·SHAKE

... brings all the boys to the yard



Our signature shakes are Crazy

f· Crazy Shake

[@kayshake](#)

FASHIONTV SPECIALITY...

f· CHOCOLATE KEBAB



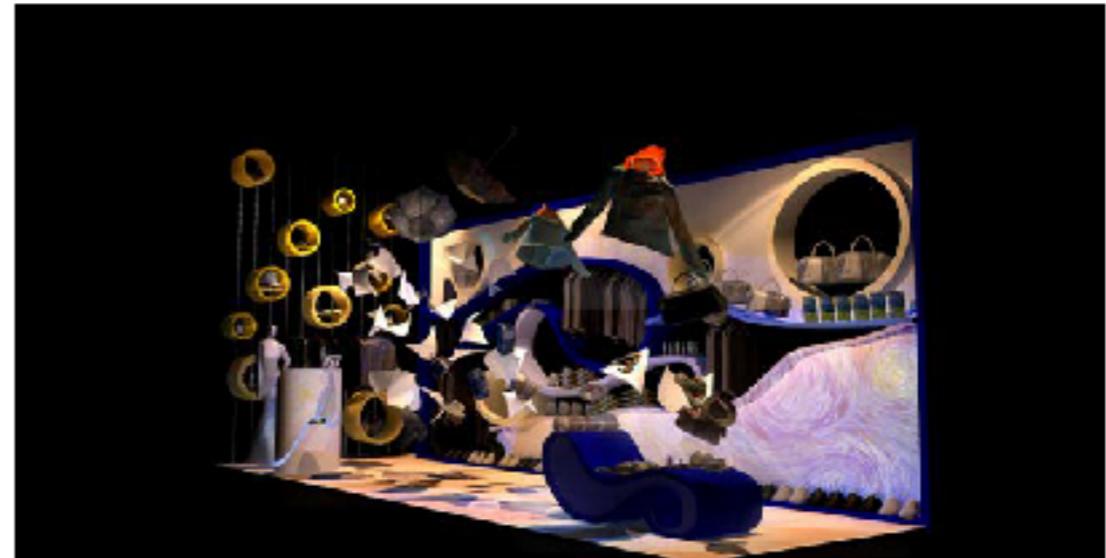
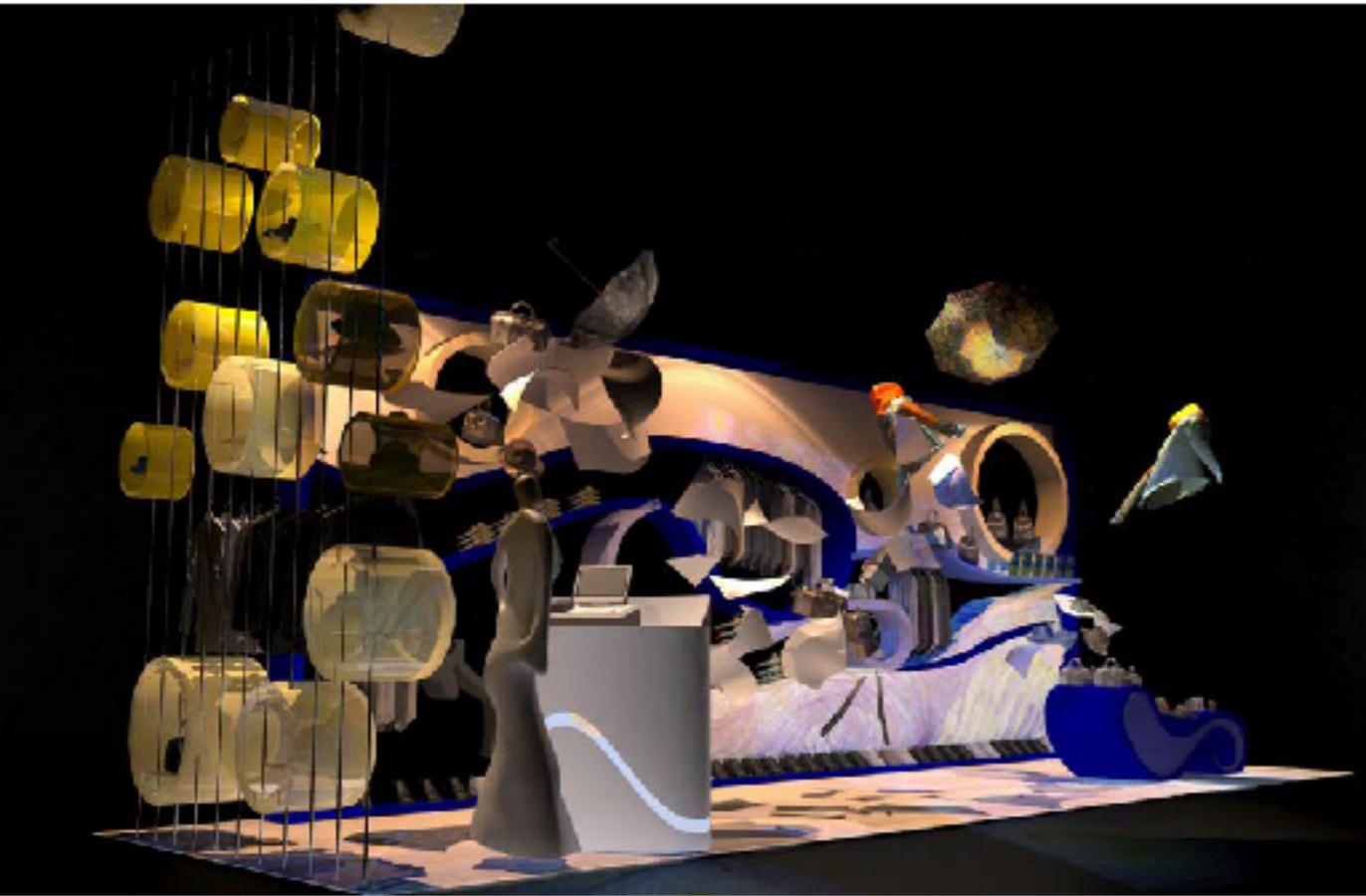
We're bringing the Chocolate Kebab to Thailand

#lovefcafe

PACKAGING







Project Name: 2018 Fashion TV
 Location: 2018

www.fashiontv.com

Project Name: 2018 Fashion TV
 Location: 2018

www.fashiontv.com



Project Name:
Function:
Location:
Area:

Project:
Client:
Area:
Area:

www.fashiontv.com

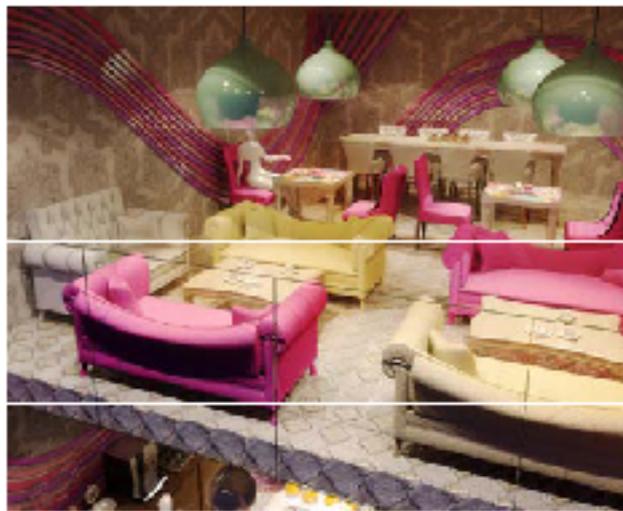
项目名称:
功能:
地点:
面积:

项目:
客户:
面积:
面积:

www.fashiontv.com



M&J
LUMEN



Project Name: Five Stars Shop
Function: Super Shop
Location: Shenzhen, China
Area: 2700 sq.m

www.moma.com.cn/jianli.com

项目名称: 五力旗舰店
功能: 零售店
项目位置: 深圳 南山区
面积: 2700平方米

Project Name: FTZ Jewelry Store
Function: Jewellery Store
Location: Dubai U.A.E
Area: 1500 sq.m

www.moma.com.cn/jianli.com

项目名称: 迪拜国际珠宝城分店
功能: 珠宝零售店
项目位置: 阿联酋 迪拜
面积: 1500平方米

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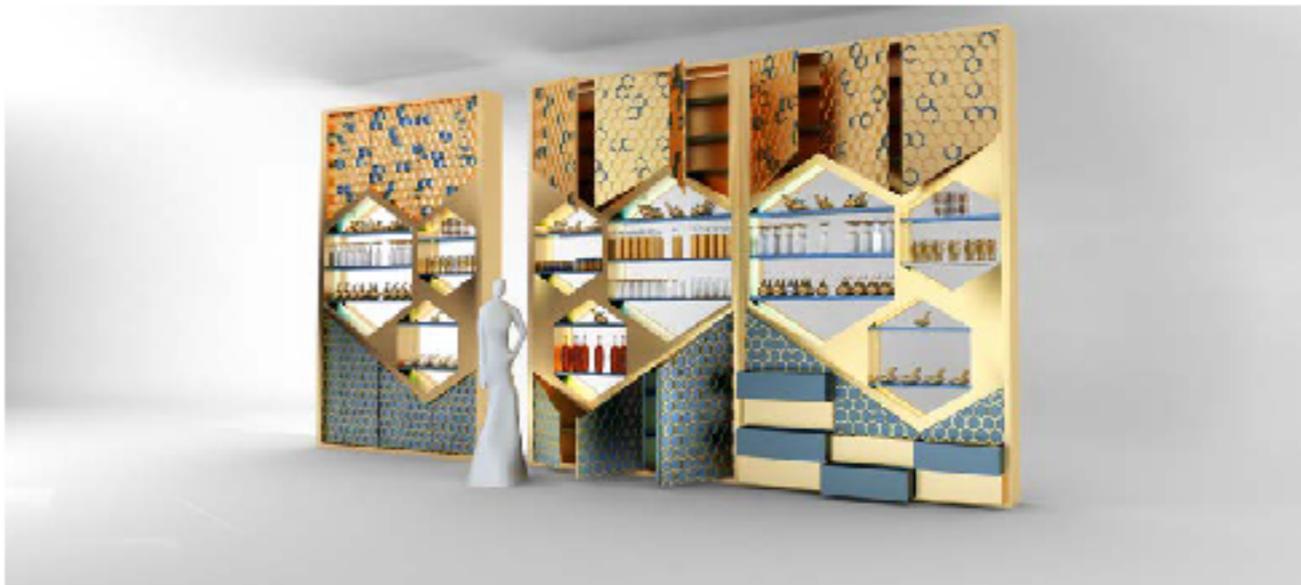
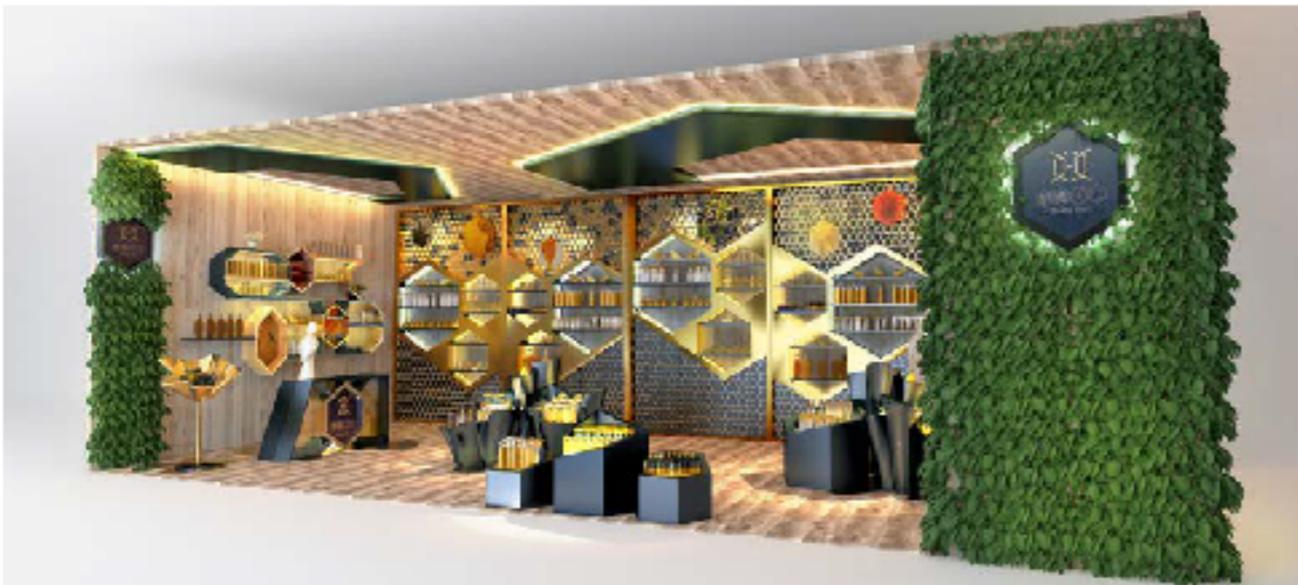




M&J
LONDON



M&J
LUMEN







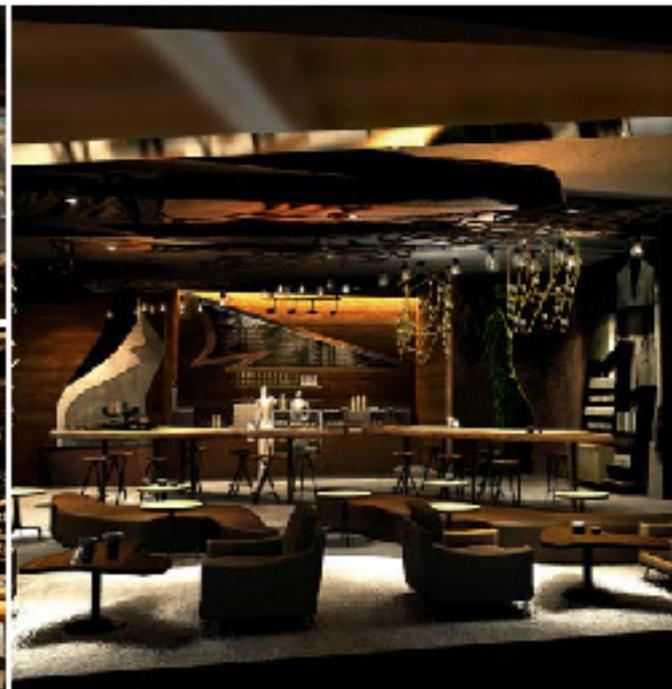
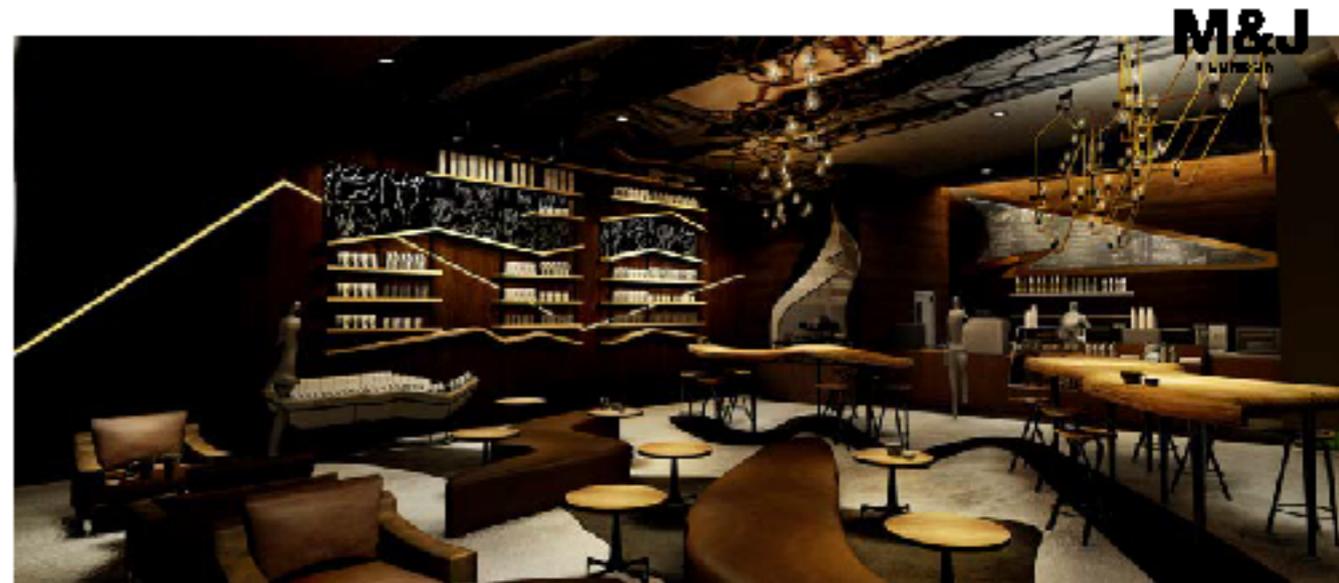
Project Name: Miuu Market Food
Function: Live Market
Location: Miuu
Area: 1411 sq.m

设计公司: 尚友设计
功能: 综合商业
项目位置: 珠海
面积: 1411平方米

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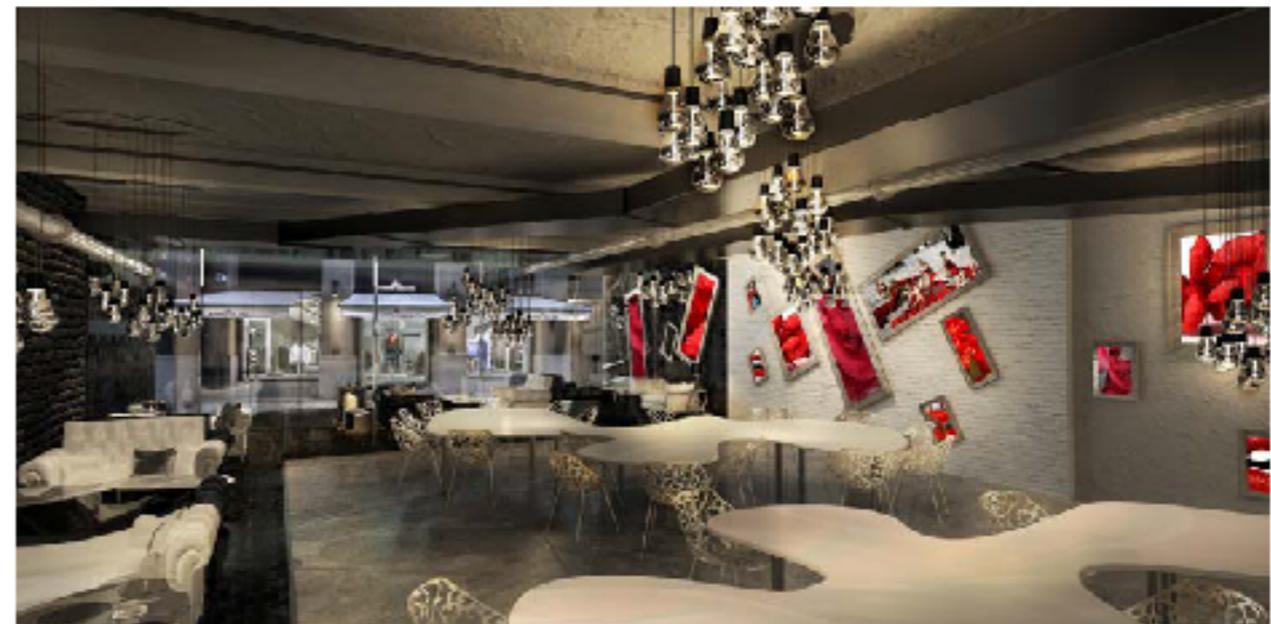
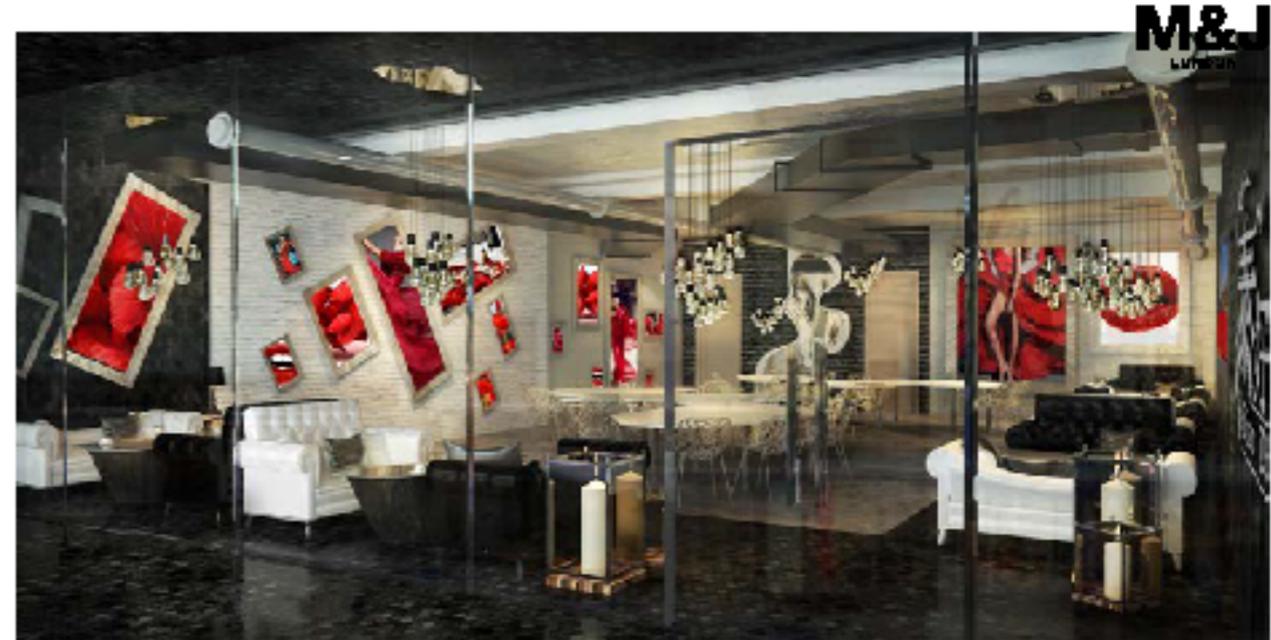
Project Name: Junc Café
 Function: 咖啡馆
 Location: 中国
 Area: 711-111 平方

设计公司: 上海明尚设计
 功能: 咖啡馆
 项目位置: 中国
 面积: 711-111 平方

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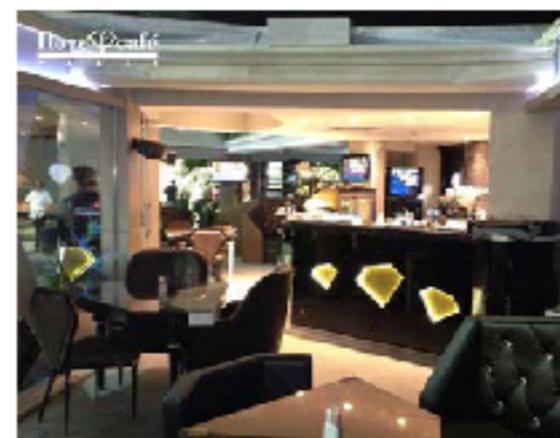
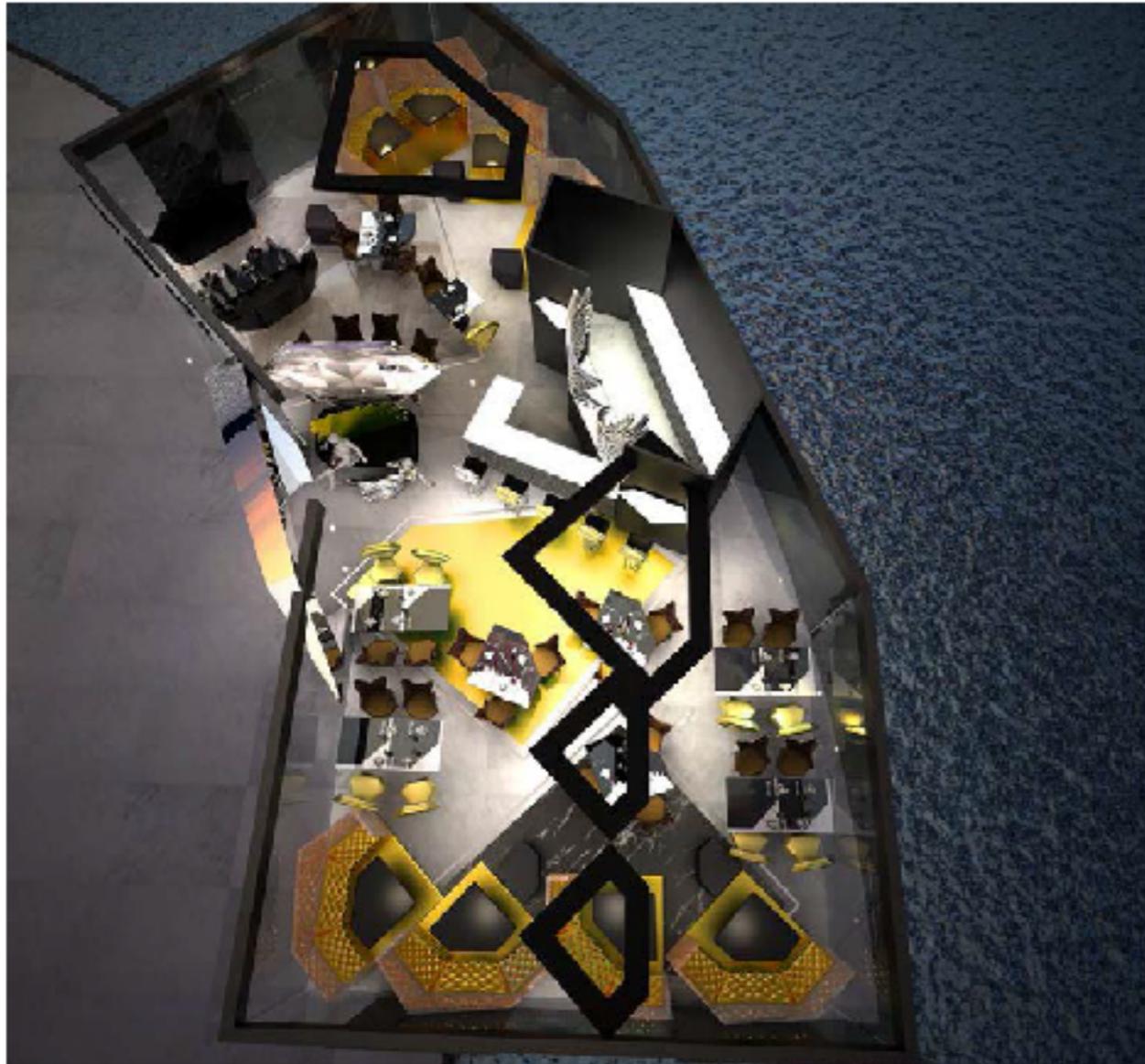
Project Name: Huis Ten
 Function: Restaurant
 Location: London, UK
 Area: 250 sq.m

www.johnson-johnson.com

项目名称: 时尚电视
 功能: 餐厅
 项目位置: 伦敦, 英国
 面积: 250平方米

www.johnson-johnson.com

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Project Name: Love f Café, China
 Function: Café
 Location: China, Chengde
 Area: 1000sqm

www.mj-lumen.com

项目名称: 爱·咖啡
 功能: 咖啡馆
 项目位置: 中国, 承德
 面积: 1000平方米

www.mj-lumen.com

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Julius Meinl



OOD

5 Lounger Lounges

2 Toaletter Toilets



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