

FashionTV Café

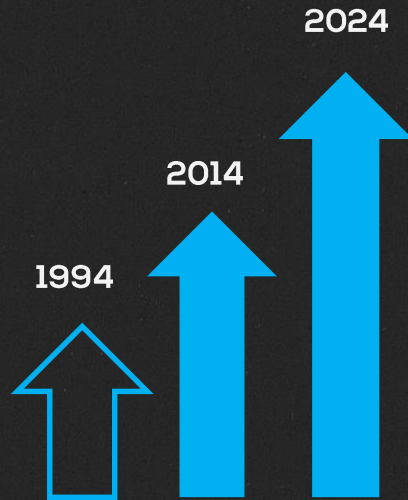
The Home of *fashion*

 **fashiontv**café

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WATCH VIDEO

FASHIONTV CAFÉS 1994-2014



- 1994** Michel Adam, President of FashionTV the iconic Café Vogue Paris.
- 2004** FashionTV started the worldwide hospitality franchise FashionTV Cafés, catering clients all at prime locations over the world in dozens of FashionTV Bars, Café, Clubs, and more...
- 2014** FashionTV established the flagship FashionTV café in front of the famous Opera in Vienna.
- 2024** FashionTV Cafés is augmenting dramatically within 2014 to 2024 ensuring a FashionTV Café in every prime location worldwide.



FASHIONTV CAFÉS
ESTABLISHED IN 1994

CUSTOMERS

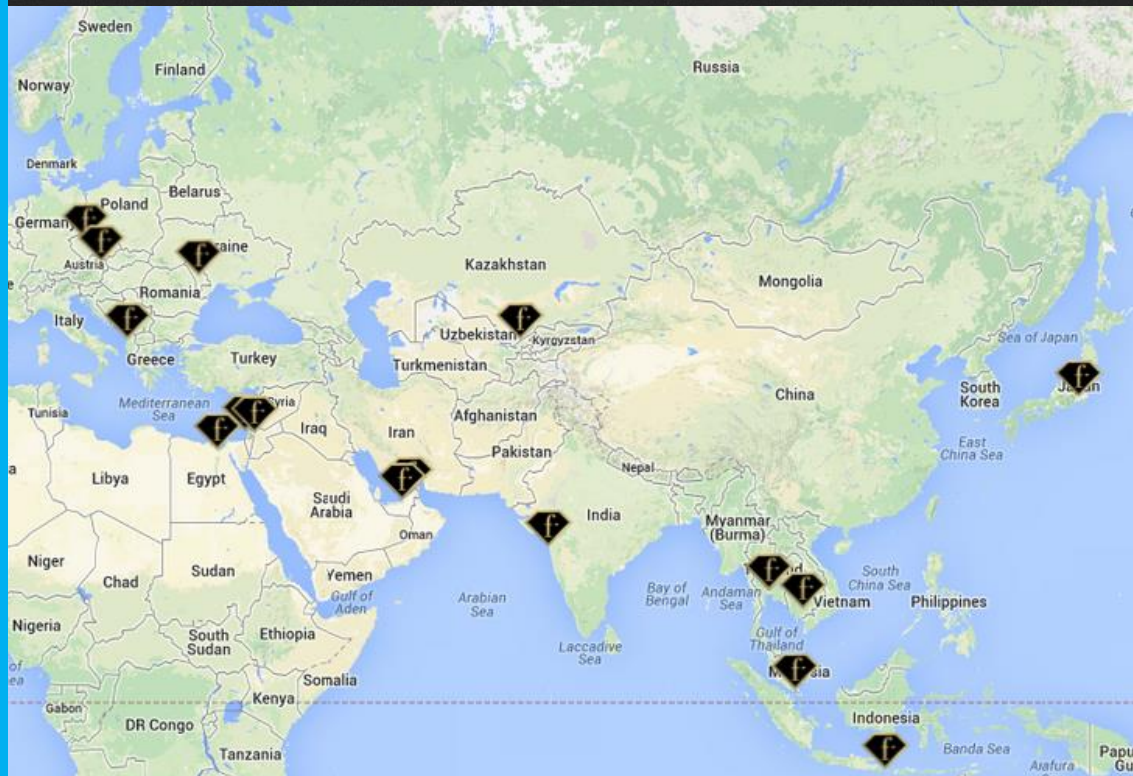
OVER 200,000 MONTHLY
CUSTOMERS WORLDWIDE

LOCATIONS

TOKYO, VIENNA, PRAGUE, TEL AVIV,
DUBAI, CAIRO, BANGKOK, AND MORE

NO. OF STAFF

TEAM INCLUDES 409 QUALIFIED
EMPLOYEES AND MANAGERS



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FASHIONTV CAFÉ FRANCHISEE'S BENEFITS

Being a FashionTV Café owner puts you as a leader of fashion, luxury, model society, VIP jet set and nightlife.



Be a respected player in your local fashion society.



Host your own fashion events.

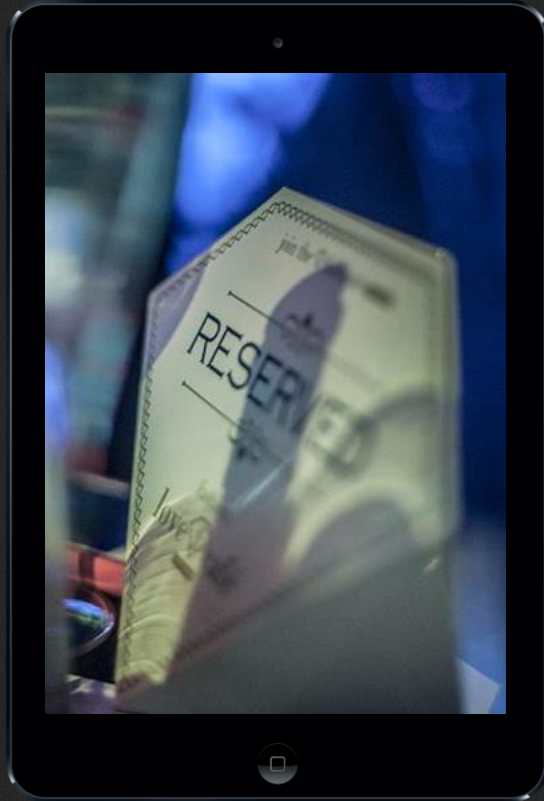


Meet the most beautiful people.



Get Residence & Work Permit.

*Michel Adam & Van Damme @ FashionTV Café opening in Dubai.



FRANCHISE PRICING

FashionTV providers hand in hand set-up, TV advertising, online marketing, and month to month personal support to ensure the success of the business.

License Type	Gold License	Platinum License	Diamond License
Size	150-300sq	300-500sq	500sq+
One-Time Fee	€200,000	€350,000	€500,000
Royalties	3%	3%	3%
Monthly Fee	€10,000	€12,500	€15,000
Estimated Annual Rev.	€2.5M	€4.5M	€7M
Fit-out	Average Set-up cost including Video, Lights, Audio, Bar, Furniture, etc... is €2,000 to €2,500 per square meter.		

FRANCHISEES REQUIREMENTS

AAA Location

The FashionTV Café must be located in a prime Triple A location of a major city.

Strong Financial Backings

All franchisees must be able to show strong financial backings to ensure success of the business.

F&B Experience

Proven experience of management staff in the food & beverages is a necessity.

Fashion Knowledge

FashionTV requires all FashionTV Café franchisees to have good understanding of the world of fashion.

Strong Desire To Be More: Rich, Famous & Successful





8K VIDEO WALL FASHION SHOWS & VJ



1

Projections of Fashion Shows
by top designers.



2

3D Fashion "Floor" stunning
luxury fashion animations.



3

Live FashionTV channel and
live fashion shows from Paris,
London, New York & Milan.

CAFÉ COCKTAIL BAR CLUB / DANCE-BAR

Maximize The Use of Your Real Estate

01. CAFÉ / RESTAURANT

From the early morning breakfast and coffee to brunch, lunch, dinner and deserts.

02. COCKTAIL BAR

Evening cocktails, wine, beer accompanied with light food such as appetizers & sushi as well as F. Shisha.

03. CLUB / DANCE BAR

Until the morning light Live DJ, Club Music & Lights, Bottles of Champagne, Vodka, Whisky and more...



FASHIONTV PROPRIETARY BEVERAGES & SHISHA



1 Fashion Vodka



2 Fashion Shisha



3 Fashion Water



4 Fashion Energy Drinks



5 Fashion Champagne



6 Fashion Prosecco

DIAMOND INSPIRED DESIGN



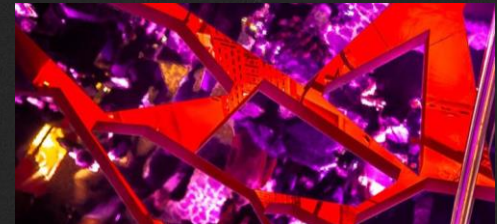
1

FOOD & PLATES



2

SILVERWARE / GLASSES



3

CEILING & WALLS



4

SERVING OPTION



5

UPHOLSTERY & TABLES



6

FLYERS / PRINTOUTS



FASHION SHOWS

Catwalk

A Fashion Runway is placed in every FashionTV Café, presenting various shows:

- Local Designer Fashion Shows.
- After Party Lingerie Shows.
- F-Beverages Promotional Shows.
- Designs by Michel Adam Fashion Shows.



FashionTV Billing & Security Platform



Custom Tailored Billing System & Analytics



Controlled by I-Pad and Tablets



No Need for Special Hardware



Works Remotely Without a Need For Cashier



24/7 Surveillance Cameras Accessible by Mobile

The Marketing





FASHIONTV CLUB

MEMBERSHIP PLATFORM

-  A luxurious FashionTV Club card is printed 'on the spot' for the café's clients with their image.
-  The club card provides the member with discounts and promotions in location.
-  The card is international, and valid in all of FashionTV locations worldwide & online.
-  The club members will receive ongoing promotions and updates to their email and SMS to their phones.
-  Loyalty program 'blows retention through the roof!' as the club members make the café their 'spot'.

ADVERTISING EXAMPLES



DEDICATED FAN-PAGE

FaceBook Fan-Page

Every one of our location have they're own dedicated FaceBook Fan-Page with:

- Events.
- Offers / Coupons.
- Gallery Posting.
- Social Competitions.
- Local Awareness.



SOCIAL ENGAGEMENT



1

INSTAGRAM UPLOADS



2

TWITTER POSTING



3

FACEBOOK UPLOADS



4

INSTAGRAM CHECK IN



5

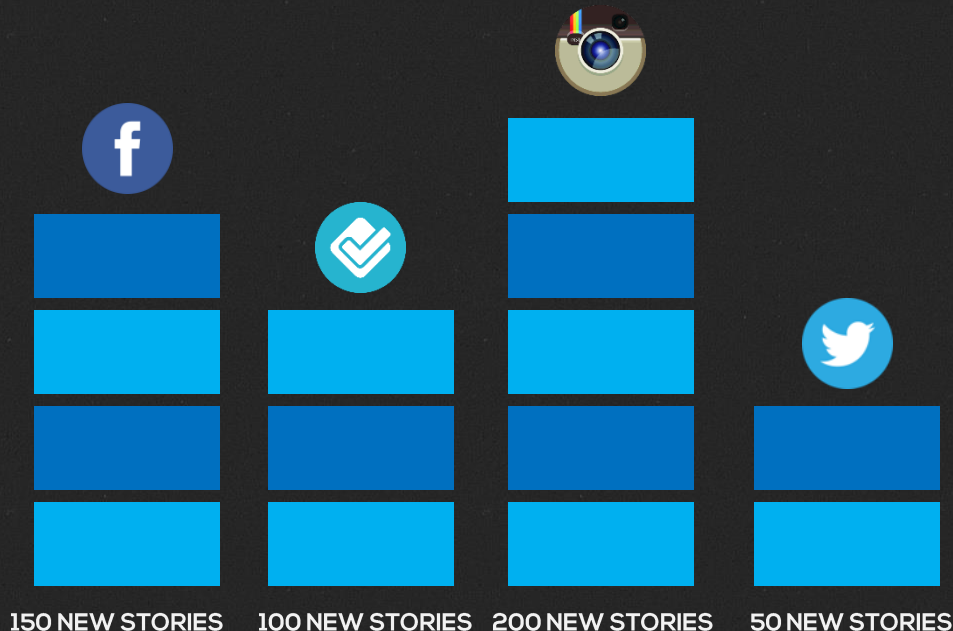
INSTAGRAM CHECK IN



6

FOURSQUARE POSTS

SOCIAL ENGAGEMENT STATISTICS



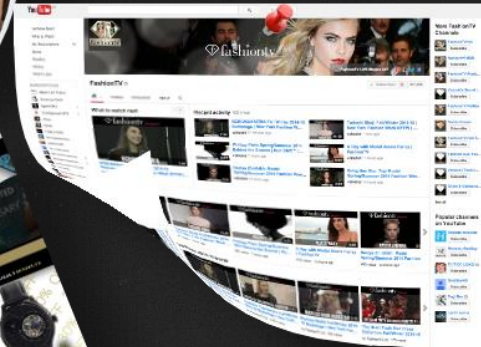
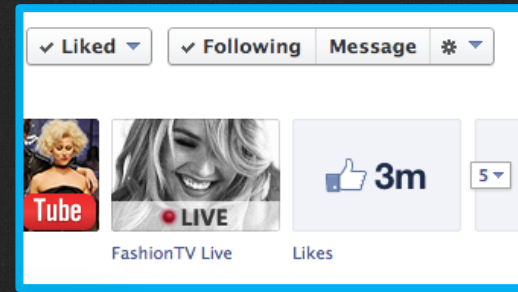
500 NEW STORIES PER DAY

Due to FashionTV's brand popularity and our customers love to post, like, share, comment, check-in, take pictures, shoot videos, tag, and more in all of our locations!

The social engagement within F Cafés network is an exiting average of 500 stories per day – every story is Free – Word of Mouth – Advertisement.

NEW MEDIA STATISTICS

- Facebook: 3,000,000+ Fans.
- FashionTV.com: Average of 500,000 monthly visits.
- FashionTV.com: Average of 1,500,000 monthly imp.
- YouTube Channels: 1,000,000 Subscribers
- YouTube: Average of 15,000,000 monthly views.
- Daily Motion: Average of 500,000 monthly views.
- VK: 150,000+ Followers.
- Google Plus: 3,000,000+ Followers.



SPONSORED LOCAL LISTINGS

FACEBOOK LOCAL

I Love Fashion Cafe - Fashion...

I Love Fashion Cafe



Fashion TV Café is the new luxurious café & bar in Vienna, Austria by Fashion TV.

24,913 people like I Love Fashion Cafe - Fashion TV Love F Cafe.

Potential Audience for this ad: 1,140,000

- Who live in Austria
- Who live within 50 miles of Vienna
- age exactly 18 and older
- Who are not already connected to I Love on News Feed on desktop computers and

GOOGLE LOCAL

Select your audience

People looking for products or services within 25 kilometers of you

Kärntner Straße 53, Vienna



GPS BASED ADS



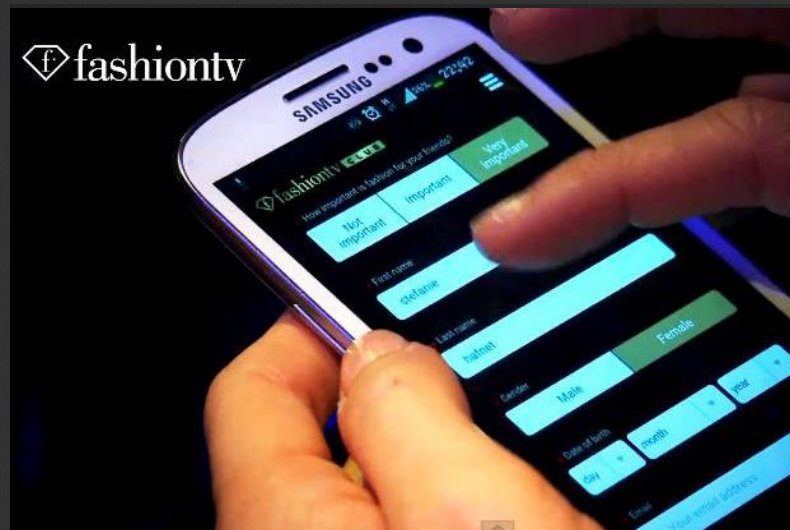
FashionTV Café & Bar
Fashion TV Café is the new luxurious café & bar in Vienna, Austria.

Drive There



CONTACT INFORMATION.

"Success is often achieved by those who don't know that failure is inevitable" ~ Coco Chanel.



For any inquiries please contact



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