

I love  fashion

**I LOVE FASHION
MERCHANDISE COLLECTIONS
& STORE CONCEPT**

I love fashion

F SHOP AND GARMENTS



Fashion TV showroom
at LME Bangkok

September, 2009



FashionTV presents the
I love (F) Tailor mix collection

June, 2009



FashionTV presents the
I love (F) Must have collection

June, 2009



F FashionTV presents the
I love (F) Punk Couture collection

June 2009



FashionTV presents the
I love (F) Glamour collection

June, 2009



FashionTV presents the
I love (F) Sport collection

June, 2009



FashionTV presents the
I love (F) collection

June, 2009



Phuket Fashion Week
Michel Adam collection

May, 2008

I love fashion

F SHOP AND GARMENTS



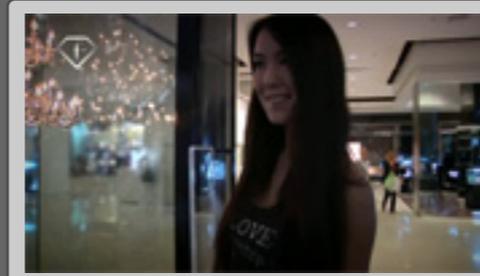
F Flagship store grand opening Bangkok

January, 2010



F Fashion Flagship store Bangkok, Thailand

January, 2010



F Flagship store presentation Bangkok, Thailand

January, 2010



FTV SHOP on the F- DIAMOND

April, 2008



Fashion TV in London with Roberto

2007



Fashion TV in London with Roberto

2007



**F Shop
www.ftv.com/shop**



FTV Promotion clip full

June, 2010

I love fashion

F SHOP AND GARMENTS



Fashion Week Hong Kong -
FTV Booth

January, 2008



Miss FTV 2007 - Two days
after - MICHEL ADAM

December, 2007



Miss FTV Grand Finals - Long
version - MICHEL ADAM

December, 2007



FTV MERCHINDISE
BIG GOLD KEY CHAIN



I LOVE FASHION store on
FDIAMOND



FTV Merchandise
in the City



FTV Merchandise
in the Sun



FTV Merchandise
at the Party / part 1

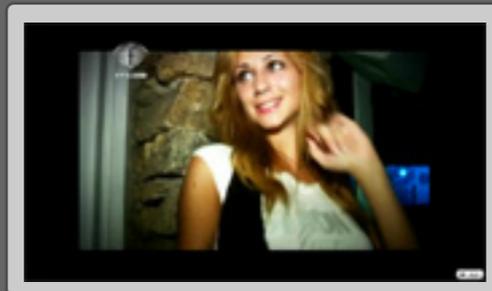
I love fashion

F SHOP AND GARMENTS



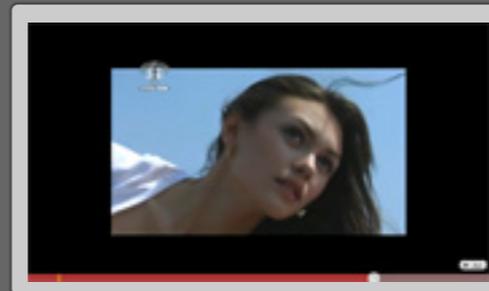
**FTV Merchandise
at the Party / part 2**

September, 2009



FashionTV Merchandise Clip

September, 2009



**FashionTV New Collection
Photoshoot**

September, 2008



**MARIA MOGSOLOVA
IN THE SPACE**

November 2009



**Making of FTV Calendar
Thailand - Koh Rang**

July, 2008



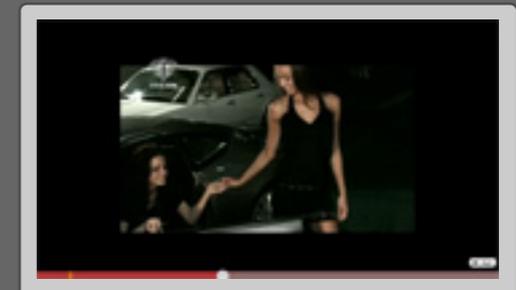
**F Flagship store
Bangkok, Thailand**

January, 2010



FLOATEL

September, 2007



**FTV New Evening
Dresses Collection, Pattaya**

September, 2007

I love ashion

F VODKA PARTY



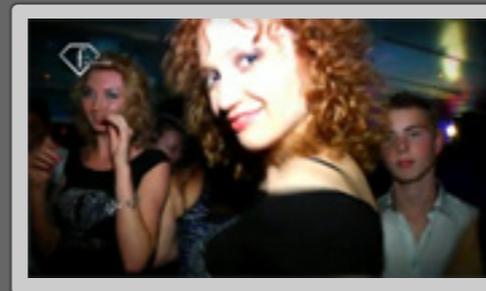
F Vodka party at I loft Function House, Ulaan Bataar, Mongolia

July, 2010



FTV Party at Rocks hotel, Casino Kyrenia, Cyprus

July, 2010



FTV BOB SINCLAIR AT KAREMENT MONACO

June, 2010



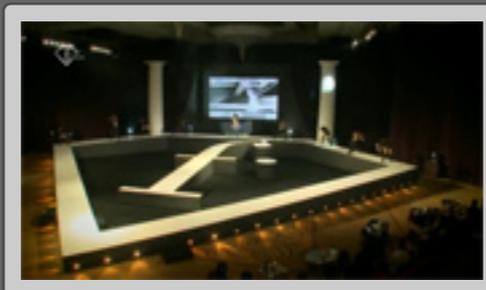
Party at V.I.P Belgium yacht with Jean Claude Van Damme

June, 2010



F vodka party at Cavalli Club Dubai

August, 2009



F Vodka party at FTV Indonesia 1st year anniversary

April, 2010



F vodka party at Fratelli Club, Bucharest, Romania

March, 2010

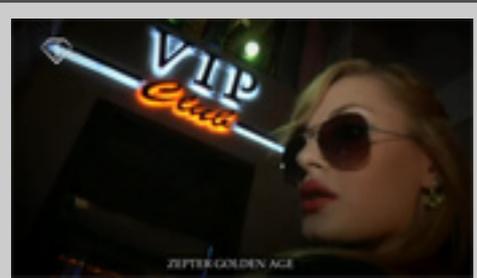


F Vodka Party at Bamboo Club Bucharest, Romania

March, 2010

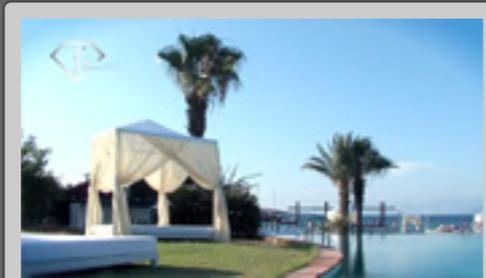
I love ashion

F VODKA PARTY



F vodka at Zepter Golden Age Celebration, Marsa Alam, Egypt

March, 2010



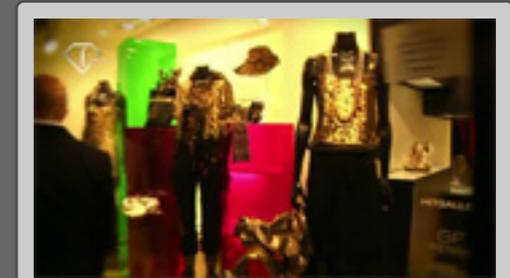
A day on FTV Havana Beach Club Bodrum, Turkey

July, 2010



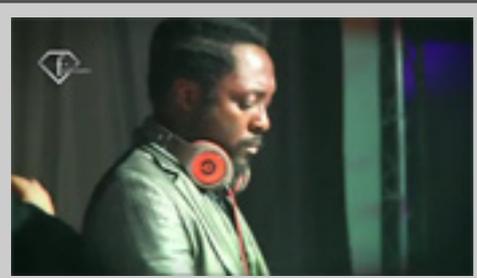
F Vodka at Havana F Beach Club Bodrum, Turkey

July, 2010



FTV Party at Cosy Box Cannes Film Festival 2010 Cannes,

June, 2010



Launch party of FTV on stock-exchange with Black Eyed Peas

June, 2010



Michel Adam Birthday party at Sass cafe & Karentment Club

May, 2010



FTV Party @ Runway club Tanzania, Dar Es Salaam

July, 2010



FashionTV Merchandise Clip

September, 2008

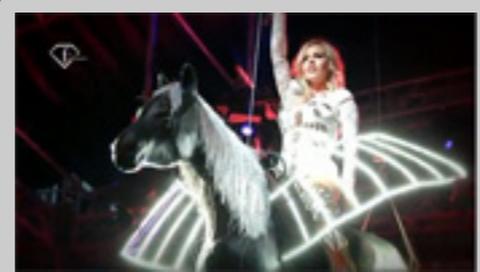
I love ashion

F CLUB



F Studio Bar Bangkok

FTV 13th Anniversary at
F Studio Bar Bangkok
May, 2010



F Club Torun

FTV 13th Anniversary F Club Torun,
Poland with Doda Elektroda
May, 2010



F Club Bratislava

FTV Grand Opening
F-Club Bratislava, Slovakia
July, 2008



F Club South Africa

South Afrika
FTV-Bar Launch Party
July, 2007



F Bar Tokyo

F Vodka Welcome Party
at F Bar Tokyo, Japan
August, 2009



F Club New Delhi

13th anniversary Fashiontv
at F club New Delhi, India
April, 2010



F Cafe Amman

Fashion Cafe Amman
Opening Party Ftv Party
July, 2009



KOI F Lounge Bangkok

Christmas F.Party at Koi
F Lounge Bangkok, Thailand
December, 2009

INTRODUCTION

I love  fashion

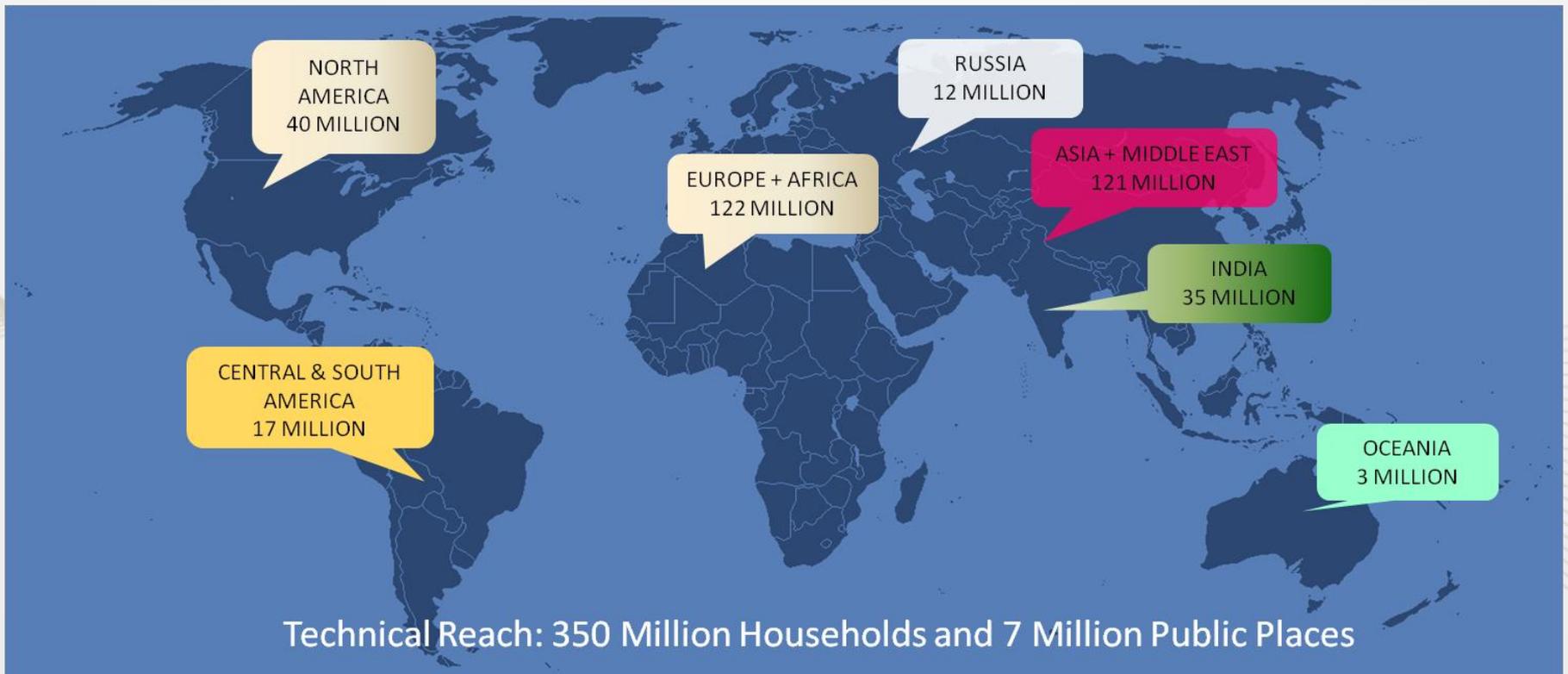
- ◆ **FashionTV** is the biggest fashion medium in the world. As the only global 24/7 TV station focused exclusively on fashion, beauty, trends and style, FTV broadcasts the latest news & information to over 350 million households and 7 million public places worldwide. Recognized as one of the most influential and renowned media brands in the fashion industry, it is not surprising that FashionTV has developed its own successful line of branded merchandise and a chain of retail stores.
- ◆ **FashionTV** is more than a channel, it is a lifestyle. The community of FTV viewers is considered the most luxurious, glamorous and fashion-oriented target group among all media consumers, who not only love to watch the fashionable lifestyle on TV, but they also enjoy living it. As a result, FashionTV products and high-profile events are increasingly popular and sought-after by millions of fans around the world.

9



◆ FashionTV is watched and adored by audiences across the globe, reaching the highest popularity among the viewers in Asia, Middle East and Eastern Europe

Households Reached by FashionTV



10

FashionTV BRAND AWARENESS

I love ashion

FashionTV – ONE OF THE MOST INFLUENTIAL FASHION MEDIA BRANDS

- ◆ The “FashionTV” brand with its exceptional awareness is one of the most recognized fashion media brands.
- ◆ During its 13 years of existence, FashionTV has inspired an entire generation of young viewers that grew up watching it since their teenage years. The FTV brand will always stay in the minds of Generation Y as a symbol for fashion, elegance, jet-set and modern lifestyle.
- ◆ With its famous DIAMOND shaped logo and an inimitable look & feel, the FTV brand is easily identified by millions of consumers around the world. After over a decade of entertaining its viewers, now is the time, when the FTV brand reaches its strongest popularity among a broad target market, spanning multiple generations and various socioeconomic categories.

11



FashionTV BRAND ESSENCE

I love ashion

“EVERYTHING THAT HAPPENS IN THE WORLD OF FASHION AND TRENDS HAPPENS ON FTV”

- ◆ Naturally, the major benefit of FTV brand is its use as a selling aid, thanks to the “FashionTV effect”. Whether affixed to a dress or an item of jewellery, a T-shirt, watch or a handbag, the brand provides an opportunity for instant recognition and identification with its inspirational lifestyle. And this is where the magic of the “FashionTV” brand truly lies: **IT IS A BRAND THAT BUILDS BRANDS.**
- ◆ The world in which the “FashionTV” brand is positioned allows for far-reaching partnerships spanning both generic and branded products.

12



FashionTV BRAND LICENSING

I love ashion

- ◆ The success of the FTV branded merchandise portfolio has allowed us to develop strong licensing programmes that help to establish FTV brand as a household name among consumers worldwide.
- ◆ By forming strategic partnerships, the FTV brand has successfully ventured into several product categories including clothing, accessories, perfumes, cosmetics, beverages, etc. - the list is extensive and continues to grow...



I love ashion

FashionTV BRAND PROMOTION

I love ashion

FashionTV's multi-media platform presents an invaluable opportunity and support for efficient endorsement of branded merchandise on a global scale:

- ◆ **ON AIR** – on FTV network reaching approximately 56 million viewers worldwide each month
- ◆ **IN PRINT** - in FTV magazine, channel's own world-class monthly publication
- ◆ **ON GROUND** – at many glamorous FTV events held in prestigious international destinations; e.g. FParties, FModel Search, FFriday Parties, Miss FTV Parties, First Face Parties, FBar Parties, Fashion Weeks, etc.

14



MEDIA BRANDS IN FASHION

I love ashion

Branded merchandise is very popular within the entertainment industry and there are several global media brands that have been successful in the development and selling of their own merchandise portfolio, e.g.:



◆ **DISNEY** - Probably the world's most successful branded merchandiser, the Disney Company has succeeded in every opportunity to exploit not just its corporate brand merchandising opportunities but all of its sub-brands as well. Disney offers a wide variety of merchandise that consumers around the world are happy to buy.



◆ **PLAYBOY** brand represents a lifestyle that promises good things and good times and appeals to a diverse audience who chooses to experience the brand in very different ways. For many years has Playboy been successfully capitalizing on the branded merchandise, ranging from clothing, lingerie, jewelry and watches, to fragrances, cosmetics, and electronic accessories.

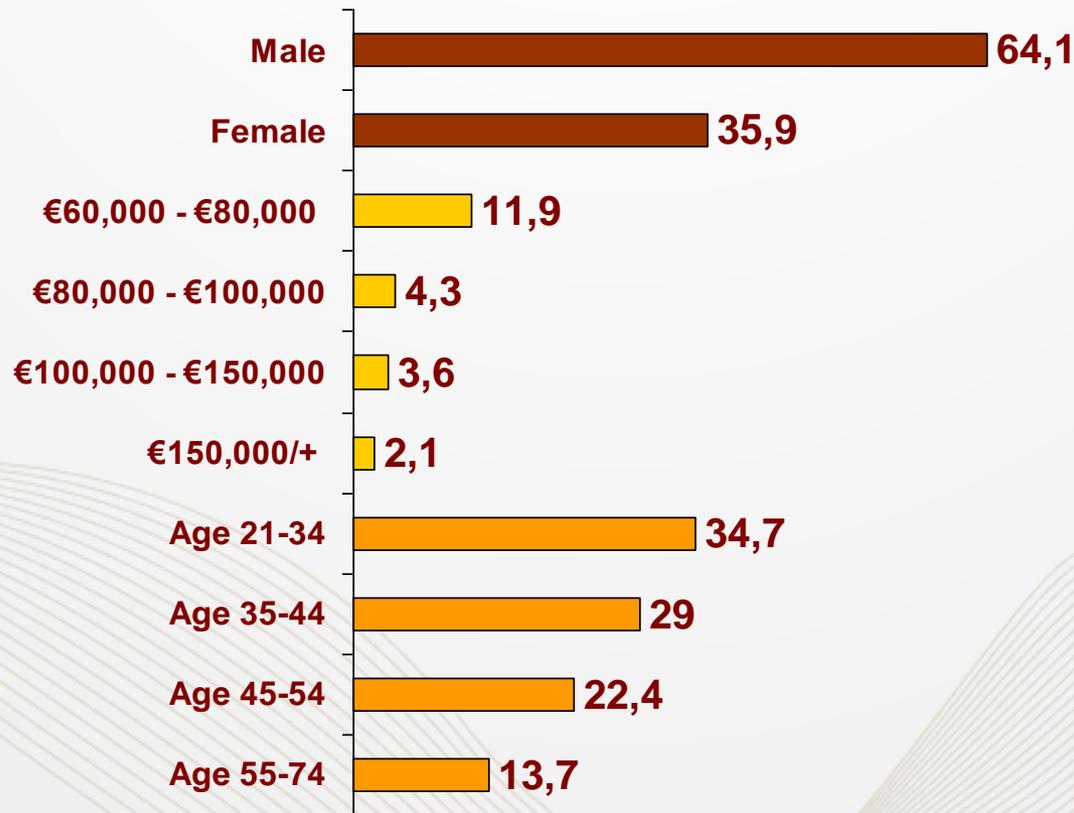


◆ **ELLE Jewellery Collection** is a brand extension to the largest fashion publication in the world, ELLE Magazine. Since its launch, it has become very popular not only among the worldwide readers of ELLE Magazine, but also among all fashionable women.

In addition, major sport clothing brands became popular because of the significant TV and print media exposure, e.g. Adidas, Nike, etc.

15

Fashion TV Viewers – Structure of audience All Respondents (21-74 year old)



16

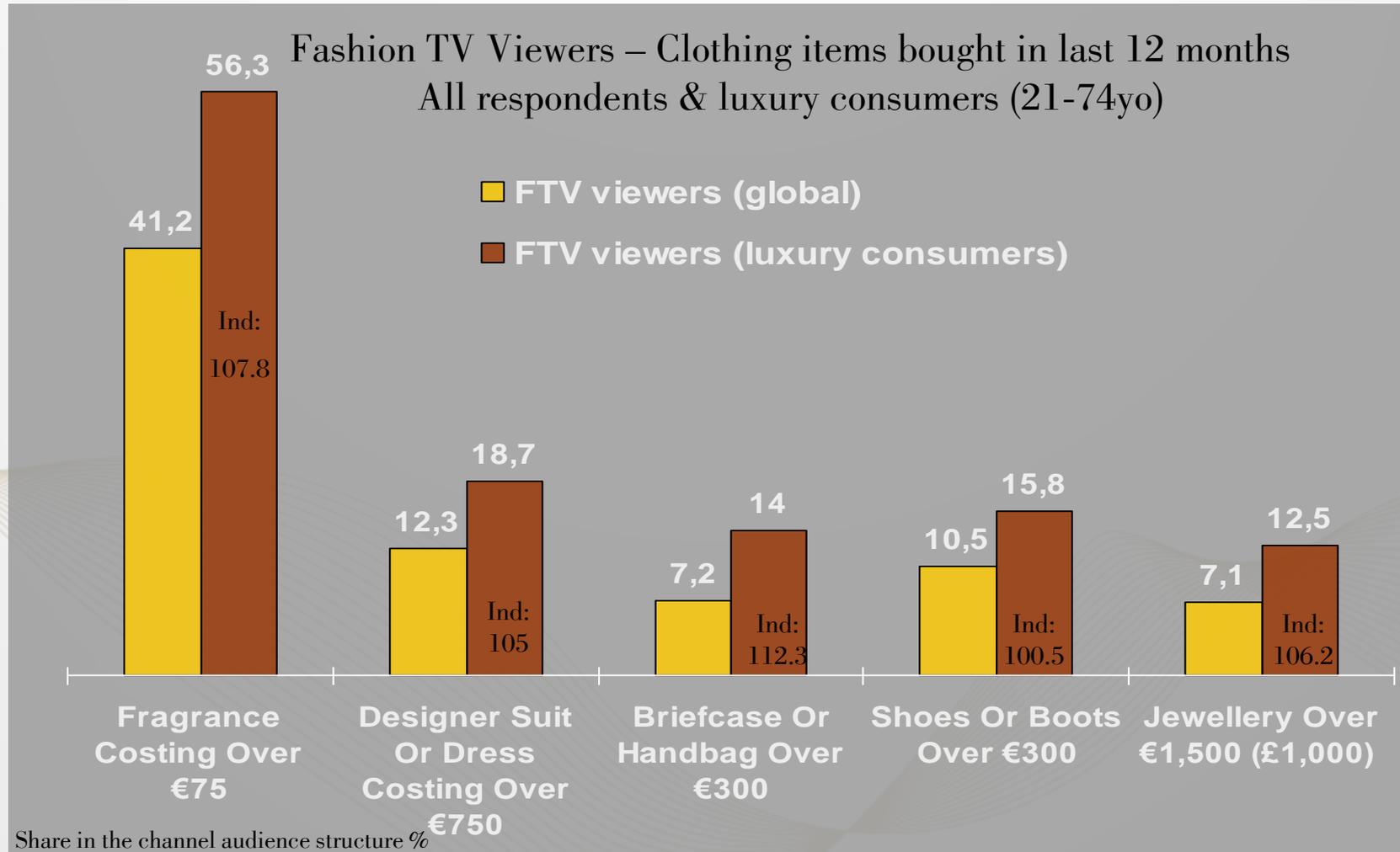
Source: EMS Winter 2007 (incl. CEMS)

Note: EMS is a survey conducted in 19 European countries, representing 40 million affluent Europeans age 21-74 living in the top 13% of households in each country

SPENDING ON FASHION

I love ashion

◆ FTV viewers like to spend on fashion & luxury items



17

I LOVE FASHION COLLECTIONS

I love ashion

- ◆ In order to reach and satisfy the entire FashionTV fan base, spanning from young to mature adults, I Love Fashion collections are positioned as „AFFORDABLE LUXURY“. Our brand promise is to be fashionably classic, offering affordable luxuries. This strategy allows us to meet the demand of nowadays consumer, who is requiring higher quality products without the added cost. Price points are similar to the fashion lines of Guess, D&G, Just Cavalli, Armani Exchange, Miss Sixty, Bebe, Pepe Jeans, etc.

SIMPLY A WORLD CLASS FASHION... BUT ACCESSIBLE TO MANY...

- ◆ Fashion TV works with licensees and designers to manufacture, and develop high quality fashion collections sold in retail stores across the globe, in various online stores and in the flagship stores. Collections offer both male and female designed fashion, including ready to wear, underwear, beachwear, footwear, eyewear, jewelry, watches, perfumes, travel accessories, etc.
- ◆ I Love Fashion line is always fashion-forward representing modern and timeless. The line offers FTV fans and consumers even more choice when it comes to updating their wardrobes with eye-catching, fun and casually elegant pieces.

18



FashionTV MAN

I love ashion

- ◆ Men in the age group of 25-54 are the core audience of FashionTV
- ◆ FashionTV Man is an upscale and elegant trend-setter, opinion leader and globetrotter. He is a young urban professional that is socially active and athletic. He enjoys watching FashionTV mainly due to the following reasons:
 - ◆ beautiful models and trendy women
 - ◆ cool and hip music on the top of visually attractive and stylish programs
 - ◆ the newest fashion and lifestyle trends, exotic destinations and parties
- ◆ FashionTV Man understands and values fashion. He enjoys stylish, branded clothing that is subtle and elegant, yet unique and noticeable. He distinguishes between casual, elegant and sporty clothes with relevant accessories, which provides opportunities to develop a variety of collections and products. Shirts, hats, jackets, and fashionable accessories proved to be extremely successful with male FTV fans.
- ◆ Each FMen Collection is designed with the characteristics and lifestyle of the FashionTV Man in mind...

19



ROBERTO FMEN COLLECTION

I love ashion



20

 For more images, please see [Roberto F. Man Photo Gallery](#).

- ◆ Approximately 36% of TV AUDIENCE are WOMEN. 41% of them are in the age of 21-34 with an above average monthly income. They like to purchase luxury and fashionable items, such as jewelry, watches, bags, and other accessories.
- ◆ Majority of ACTIVE (web) female audience are young girls in the age 13-24, seeking the latest news on fashion, beauty and style. This is one of the most sought-after consumer target groups purchasing a wide range of fashionable products, including tops, shirts, dresses, jeans, and accessories.
- ◆ FashionTV Woman is self confident, strong yet friendly, cultured, free, active, enjoys life to the fullest; knows the latest trends, but also has her very own unique style.
- ◆ Her attitude towards fashion is one that is reflected in all that she does, including her social life and spare time activities, as well as her interests. She possesses a worldly aesthetic vision and is the reference point for her peers.
- ◆ Fashion is a dominant element of her everyday life. She likes to buy clothes and is very interested in fashion trends. She likes to be well dressed and stand out in a crowd. She likes to try new things and is always interested in new products on the market.

21



I LOVE FASHION WOMEN'S LINE

I love ashion

◆ I Love Fashion women's line is directly inspired from the prêt-à-porter shows in Paris, Milan, London, New York and LA. The line includes the following collections:

PUNK COUTURE



MUST HAVE



TAILOR MIX



WILD GLAMOROUS



WINTER



SPORT



22

BAGS



ACCESSORIES



JEWELRY



PUNK COUTURE COLLECTION

I love ashion



23



 For more images, please see [PUNK COUTURE Photo Gallery](#).

PUNK COUTURE COLLECTION

I love ashion

◆ Product categories: Blazers, coats, jackets, dresses, tops, jeans, pants, skirts, leggings, etc.



Biker Vest
Wholesale: 43 USD
Retail: 140 USD

Dress w/Bat Wing
Wholesale: 33 USD
Retail: 110 USD

Faux Leather Jacket
Wholesale: 45 USD
Retail: 146 USD

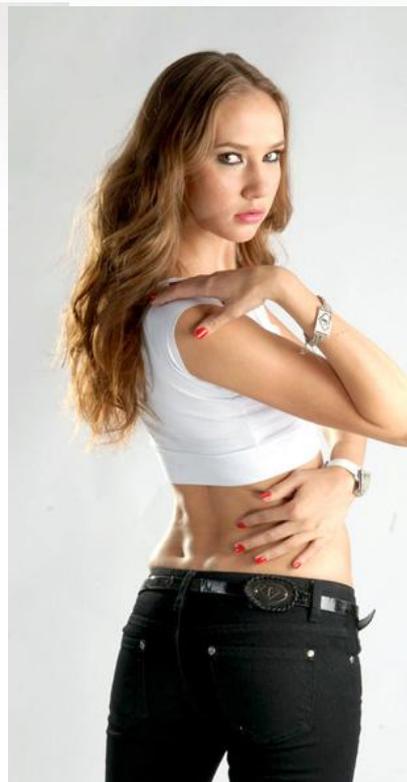
Short Jeans
Wholesale: 20 USD
Retail: 63 USD

*Prices in USD calculated based on conversion rate 1 USD=30 THB

◆ For detailed information on PUNK COUTURE collection items, please click [Collection Linesheet](#) (page 1-13)

MUST HAVE COLLECTION

I love ashion



25

 For more images, please see [MUST HAVE Photo Gallery](#).

MUST HAVE COLLECTION

I love ashion

◆ Product categories: Blazers, coats, jackets, dresses, tops, jeans, pants, skirts, leggings, etc.



Cropped Jeans
Wholesale: 18 USD
Retail: 56 USD



Skinny Jeans
Wholesale: 17 USD
Retail: 60 USD



T-Shirt
Wholesale: 8 USD
Retail: 26 USD



T-Shirt
Wholesale: 9 USD
Retail: 26 USD

*Prices in USD calculated based on conversion rate 1 USD=30 THB

◆ For detailed information on MUST HAVE collection items, please click [Collection Linesheet](#) (page 14-35)

TAILOR MIX COLLECTION

I love ashion



27

 For more images, please see [TAILOR MIX Photo Gallery](#).

TAILOR MIX COLLECTION

I love ashion

◆ Product categories: Blazers, coats, jackets, dresses, tops, jeans, pants, skirts, leggings, etc.



Dress w/Belt
Wholesale: 27 USD
Retail: 86 USD



Tux Blazer
Wholesale: 30 USD
Retail: 106 USD



Zip Dress
Wholesale: 17 USD
Retail: 60 USD



Grey Skirt
Wholesale: 16 USD
Retail: 53 USD

*Prices in USD calculated based on conversion rate 1 USD=30 THB

◆ For detailed information on TAILOR MIX collection items, please click [Collection Linesheet](#) (page 36-45)

WILD GLAMOROUS

I love ashion



29

 For more images, please see [WILD GLAMOROUS Photo Gallery](#).

WILD GLAMOROUS

I love ashion

 Product categories: Corsets, blouses, tops, skirts, dresses, pants, etc.



Leopard Corset
Wholesale: 18 USD
Retail: 60 USD



Leopard Chiffon Blouse
Wholesale: 21 USD
Retail: 66 USD



Sequin Blouse
Wholesale: 33 USD
Retail: 106 USD



Sequin Top
Wholesale: 23 USD
Retail: 76 USD

*Prices in USD calculated based on conversion rate 1 USD=30 THB

 For detailed information on WILD GLAMOROUS collection items, please click [Collection Linesheet](#) (page 46-56)

WINTER COLLECTION

I love ashion

 Product categories: Coats, jackets, hoodies, tops, dresses, pants, etc.



Flat Knit Coat
Wholesale: 24 USD
Retail: 86 USD



Cropped Jacket
Wholesale: 35 USD
Retail: 113 USD



Coat
Wholesale: 39 USD
Retail: 126 USD



Coat
Wholesale: 30 USD
Retail: 96 USD

*Prices in USD calculated based on conversion rate 1 USD=30 THB

 For detailed information on WINTER collection items, please click [Collection Linesheet](#) (page 57-65)

SPORT COLLECTION

I love ashion



SPORT COLLECTION

I love ashion

 Product categories: T-shirts, jackets, track pants, etc.



Track Jacket
Wholesale: 34 USD
Retail: 110 USD

Track Jacket
Wholesale: 37USD
Retail: 123 USD



Track Pants
Wholesale: 14USD
Retail: 46 USD



Track Pants
Wholesale: 22 USD
Retail: 66 USD

*Prices in USD calculated based on conversion rate 1 USD=30 THB

 For detailed information on SPORT collection items, please click [Collection Linesheet](#) (page 66-75)

BAGS COLLECTION

I love ashion

 Product categories: bags, purses, clutches, etc.



Bag
Wholesale: 26 USD
Retail: 86 USD



Bag
Wholesale: 26 USD
Retail: 86 USD



Bag
Wholesale: 15 USD
Retail: 83 USD



Bag
Wholesale: 19 USD
Retail: 93 USD

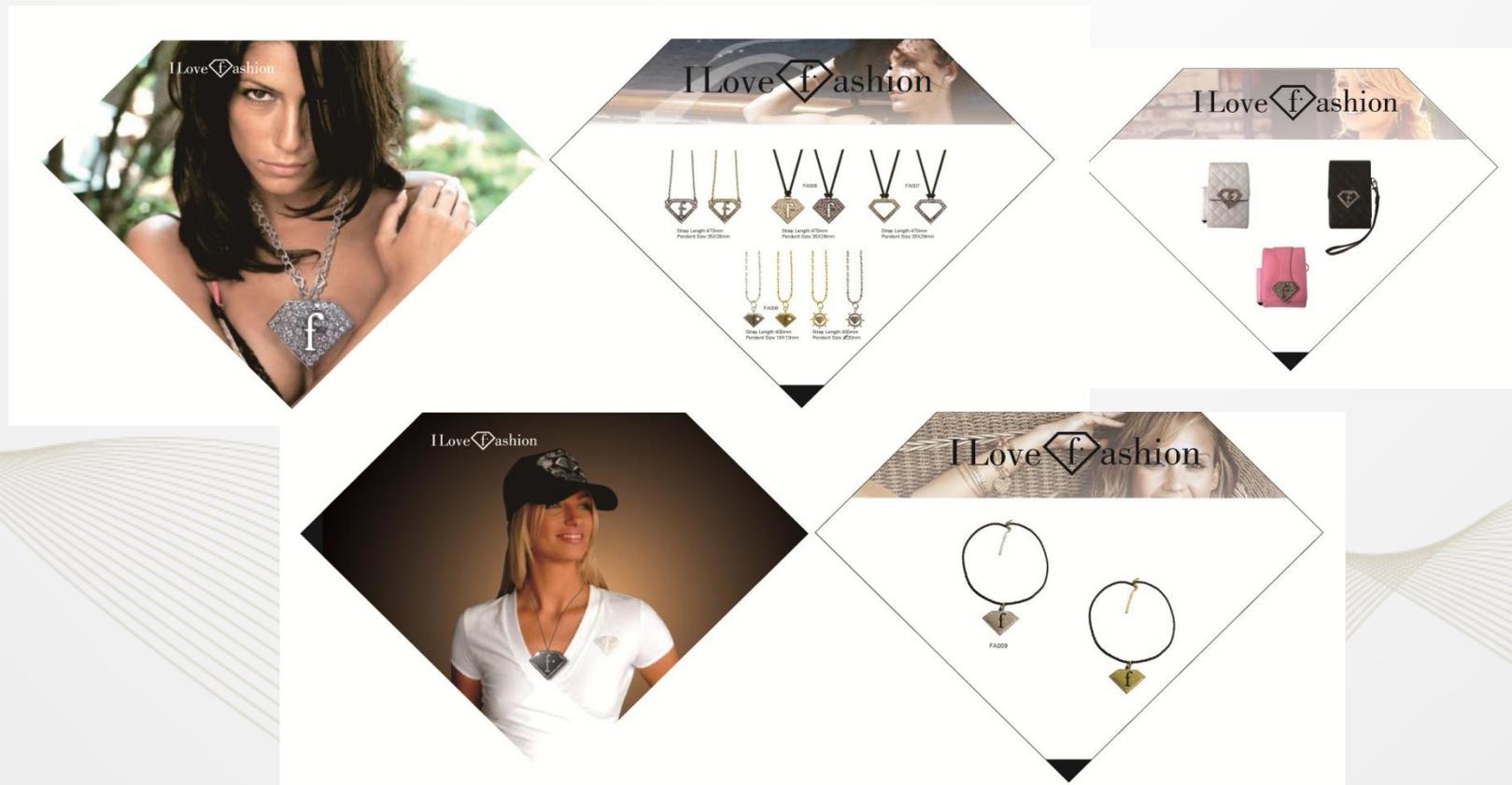
*Prices in USD calculated based on conversion rate 1 USD=30 THB

 For detailed information on BAGS collection items, please click [Collection Linesheet](#) (page 76-83)

I LOVE FASHION ACCESSORIES

I love ashion

- ◆ Accessories and jewelry are one of the most popular items of I Love Fashion line, and also the most ordered products online. Men and women love F. branded accessories, as they provide a sense of identity with the world's most popular fashion television, especially if worn at parties and fashion events.



35

- ◆ For more images, please [see I Love Fashion Accessories Catalogue.](#)

ACCESSORIES COLLECTION

I love ashion

◆ Product categories: belts, scarves, hats, hair pieces, etc.



Patent Belt
Wholesale: 5 USD
Retail: 23USD



Scarf
Wholesale: 7 USD
Retail: 26 USD



Straw Hat
Wholesale: 5 USD
Retail: 16 USD



Head Band
Wholesale: 14 USD
Retail: 46 USD

*Prices in USD calculated based on conversion rate 1 USD=30 THB

◆ For detailed information on ACCESSORIES collection items, please click [Collection Linesheet](#) (page 84-91)

JEWELRY COLLECTION

I love ashion

◆ Product categories: charms, necklaces, bracelets, pins, earrings, etc.



Necklace

Wholesale: 2 USD

Retail: 23 USD



Red Pin

Wholesale: 3 USD

Retail: 13 USD



Pin

Wholesale: 2 USD

Retail: 13 USD



Charm

Wholesale: 10 USD

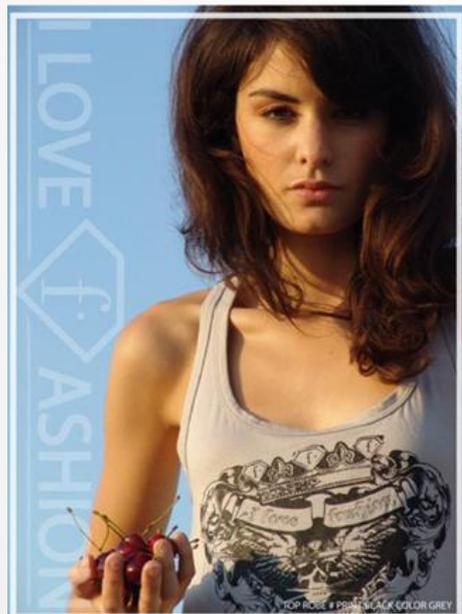
Retail: 33 USD

*Prices in USD calculated based on conversion rate 1 USD=30 THB

◆ For detailed information on JEWELRY collection items, please click [Collection Linesheet](#) (page 92-122)

SUMMER 2010 PHOTOSHOOT

I love  fashion



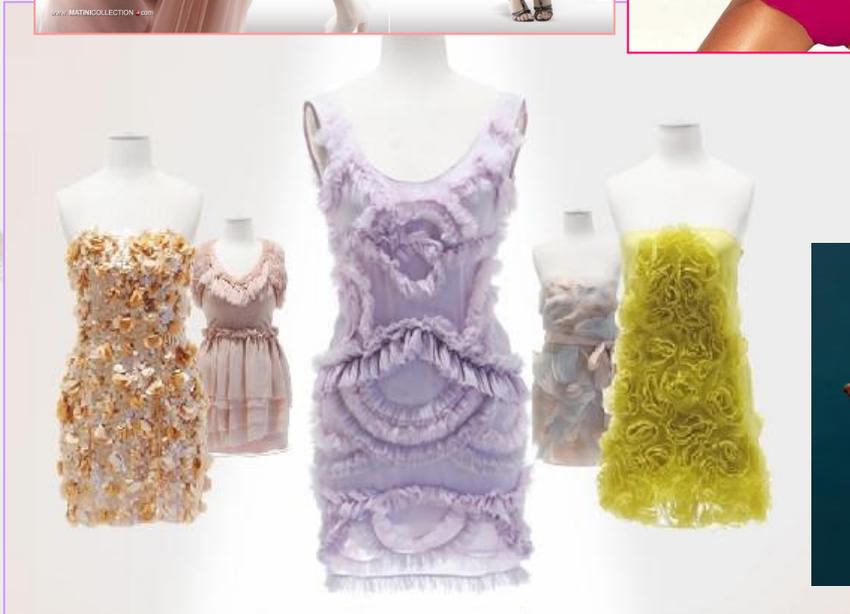
 For more images, please see [I Love Fashion SUMMER 2010 Photo Gallery](#)



FCOUTURE BY MATINI



I love ashion



40

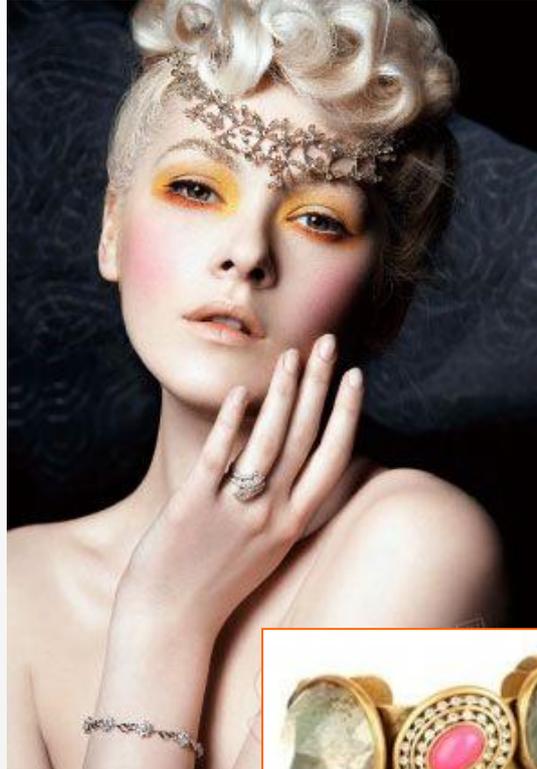
8/23/2010

 For more images, please see [f COUTURE by MATINI](#)

FCOUTURE BY MATINI



I love ashion



41

 For more images, please see [f COOUTURE by MATINI](#)

8/23/2010

© FASHIONTV 2010



42



 For more images, please see [f COUTURE by MATINI](#)

BOZART COLLECTION

I love ashion



BOZART COLLECTION

I love ashion



OTHER F.BRANDED MERCHANDISE I love ashion



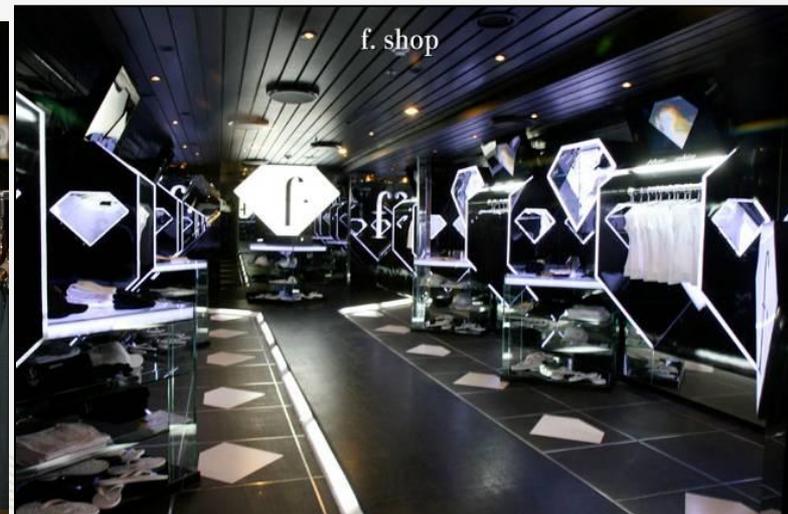
 For more images, please see [F.Branded Merchandise Photo Gallery](#).

I LOVE FASHION STORE

I love ashion

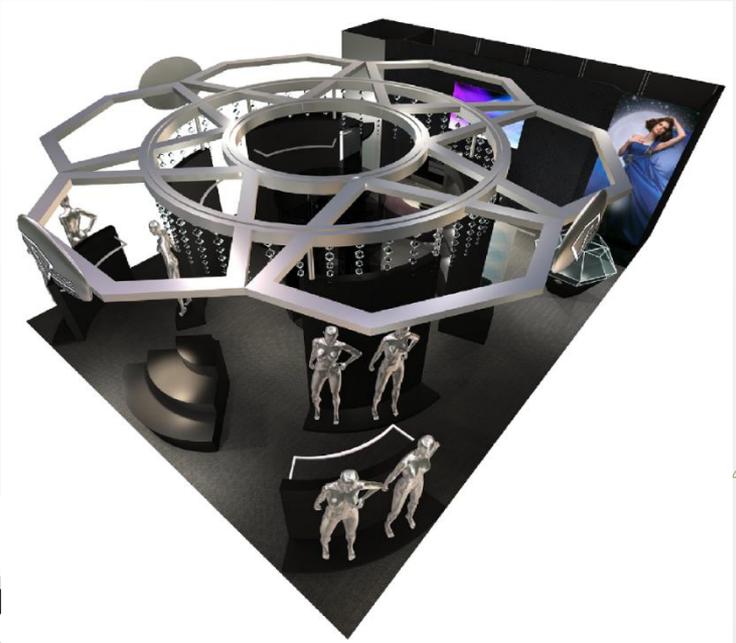
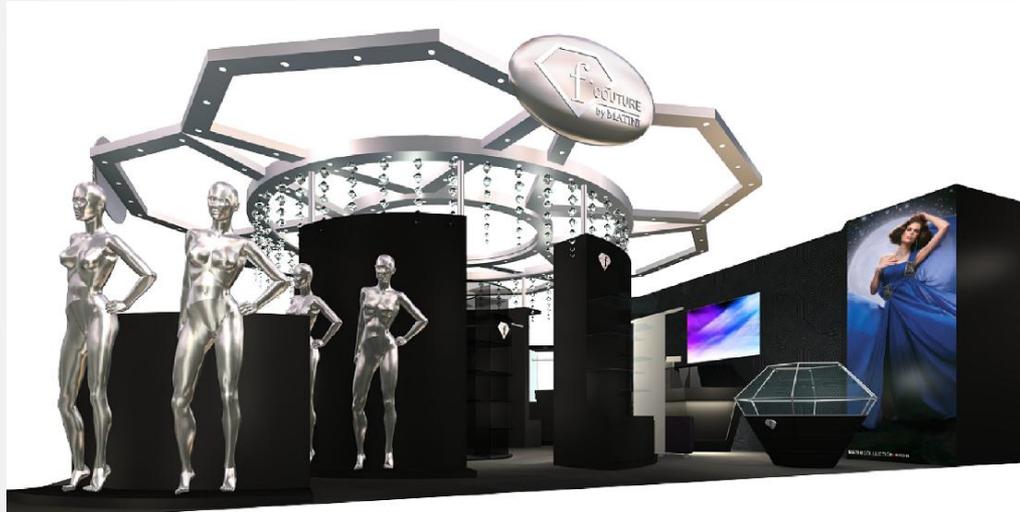
- ◆ As the popularity of branded FTV clothing grew, FTV implemented the I Love Fashion Store Concept in cooperation with licensing partners, providing a retail platform for I Love Fashion merchandising products.
- ◆ I Love Fashion store is designed based on workflows and guidelines for the corporate design. FashionTV delivers the whole equipment and decoration with integrated TV screens to spread the atmosphere of FashionTV. FashionTV supports the action of the I Love Fashion stores “on air” and “on-line”. The store layout is planned so that enough space is available for fashion shows and social events.
- ◆ The idea is to create not only an I Love Fashion store, but also to integrate a bar area for people to relax. This could be a F.Vodka bar, resp. a F.Champagne bar, also offering refreshing drinks from F.Beverages line.

46



I LOVE FASHION STORE DESIGN

I love ashion



 For a complete concept store design, please see [I Love Fashion Concept Store Design](#).

- ◆ Attracting over 1 million visitors each month seeking the latest trends, FTV.com is an integral part of FashionTV multi-media platform.
- ◆ Thus, it is no surprise, that our online [I Love Fashion](#) shop with a diverse offering of F. branded merchandise has been experiencing a tremendous success since its launch and is essential to the worldwide fame of F. products.

F CLUB +

THE PERFECT CLUB

FTV LIVE

FASHION BARS

F PARTIES

FTV HD CHANNEL

FTV PROGRAMS +

F.MEN

VIDEO AND LIVE TV +

FTV GALLERIES

FASHION ARTICLES

FASHION BLOGS

FASHION WEEKS +

FTV YACHT +

FTV SPECIALS +

FTV MERCHANDISE -

F SHOP

I LOVE FASHION COLLECTION

F.BAR PRODUCTS

MERCHANDISE SHOWCASE WOLFORD

F.MUSIC +

Arabella Allegra Antonia Angie

HAVE YOU SEEN...
Premium Fashion & FTV Collectibles

San Remo F Package Woman 5 Elba Chiquita Carrie Calida

€9.00 €220.00 €229.00 €99.00 €69.00 €209.00

NEW ONLINE ... F PACKAGES FOR WOMEN AND MEN ... ORDER NOW AND SAVE 20% ... I LOVE FTV

BROWSE THE COLLECTIONS

F WOMEN F MEN GOODIES F PACKAGES

I LOVE FASHION FLAGSHIP STORE I love ashion



I LOVE FASHION FLAGSHIP STORE I love ashion



I LOVE FASHION FLAGSHIP STORE I love ashion



51



FDIAMOND STORE

I love ashion



52

 For more images of FDiamond store, please see [FDiamond Photo Gallery](#).

F STORE IN BULGARIA

I love ashion



53

 For more images of I Love Fashion Bulgaria store, please see [I Love Fashion Bulgaria Photo Gallery](#).

RETAIL REPORT - THAILAND

REPORTED RETAIL SALES (January - July 2010) THAILAND																										
Location	Sq.m.	JAN	Number of Items Sold	Sales per sq.m.	FEB	Number of Items Sold	Sales per sq.m.	MARCH	Number of Items Sold	Sales per sq.m.	APRIL	Number of Items Sold	Sales per sq.m.	MAY	Number of Items Sold	Sales per sq.m.	JUNE	Number of Items Sold	Sales per sq.m.	JULY	Number of Items Sold	Sales per sq.m.	Average Sales per month	Average # of Items Sold per Month	Average sale per sq.m.	Average Calculated on # of Months
CTW shop	242	\$117,998	2,202	\$488	\$95,237	1,754	\$394	\$70,284	1,432	\$290	\$3,232	55	\$13	Closed			Closed			Closed			\$94,506	1,361	\$391	3
Zen	84,86							\$44,819	834	\$528	\$3,175	62	\$37	Closed			Closed			Closed			\$44,819	448	\$528	1
Ladprao shop	163,7										\$8,434	204	\$52	\$27,089	623	\$165	\$16,440	395	\$100	\$12,801		\$78	\$18,777	407	\$115	3
C.Chidlom	54							\$16,887	301	\$313	\$10,418	200	\$193	\$6,001	126	\$111	\$20,447	403	\$379	\$25,411		\$471	\$15,833	258	\$293	5
C.Bangna	67,5													\$5,526	123	\$82	\$17,042	377	\$252	\$10,007		\$148	\$13,524	250	\$200	2
C.Pattaya	71,9													\$1,213	29	\$17	\$13,112	253	\$182	\$19,199		\$267	\$16,156	141	\$225	2
C. Phuket	52													\$44,260	910	\$851	\$26,030	568	\$501	\$33,091		\$636	\$34,460	739	\$663	3
C.Ladprao	61,2																\$4,663	137	\$76	\$15,765		\$258	\$15,765	137	\$258	1
R.Jungceylon	62,6																			\$9,973		\$159	N/A		N/A	(7 days only)
M. Korat	80																			\$9,226		\$115	\$9,226		\$115	1
Total	940	\$117,998	2,202	\$488	\$95,237	1,754	\$394	\$131,990	2,568	\$1,131	\$25,260	521	\$295	\$84,090	1,812	\$1,227	\$97,734	2,134	\$1,491	\$135,472		\$2,133	\$263,066	3,742	\$280	

- ◇ Data calculated based on conversion rate 1 USD = 30 THB
- ◇ CTW & Zen opened only 2 days in April
- ◇ C. Chidlom – opened March 4th, 2010
- ◇ C. Bangna – opened May 25th, 2010
- ◇ C. Pattaya – opened May 28th, 2010
- ◇ C. Phuket – opened May 1st, 2010
- ◇ R. Jungceylon – opened July 23rd, 2010
- ◇ M. Korat – opened July 7th, 2010

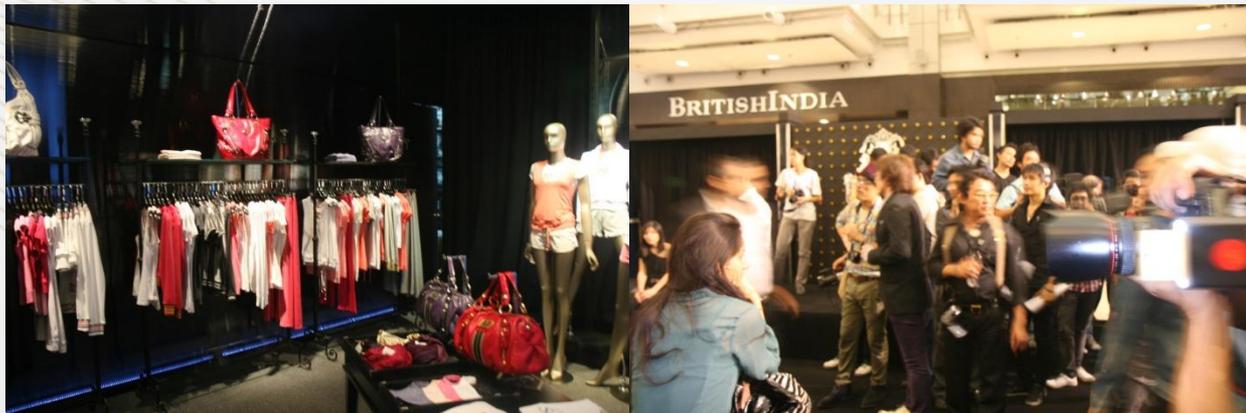
SUMMARY—RETAIL IN THAILAND

I love ashion

- ◆ Monthly Average Sales - 263.066 USD
- ◆ Monthly Average Sales per square meter - 280 USD
- ◆ Monthly Average Sold Items - 3.742 pc
- ◆ Averages are calculated based on the sales reported from 10 I Love Fashion retail locations in Thailand

The following factors should be taking into consideration when analyzing the Thailand retail results:

- ◆ Most of the locations are newly opened and thus, data has been reported for limited time only (1-3 months)
- ◆ Due to the recent commotion in Thailand, some of the stores had to be closed and naturally, sales in all retail locations have been negatively affected.



LICENSEE GUIDELINES

I love ashion

BUSINESS MODEL – I Love Fashion Store

- ◆ License Agreements incorporate a revenue share model on a Minimum Guarantee basis. Licenses are exclusive and available on territorial limitations.

REPORTING

- ◆ Licensors reports all pre and post production activities to FTV, including marketing plans & business plans, prior to the license launch. Licensor reports all distribution and retail activities to FTV on a monthly basis, detailing the production costs and the retail price.

56

Standard Contract Term:

- ◆ 3 years, renewal upon negotiation FTV GRANTS THE RIGHT TO license the company trademarks on a limited term and regional limitations.
- ◆ For detailed information, please click [F Shop Agreement](#).

CONTACT

I love ashion

I love ashion

For more information, kindly contact:

Stavros Stavrou
VP Licensing, FashionTV
cell: +357 99 692 188
e-mail: stavros@ftv.com

Stephane Jullien
VP Asia, FashionTV
cell: +852 903 003 83
e-mail: stephane@ftv.com