

FASHION one

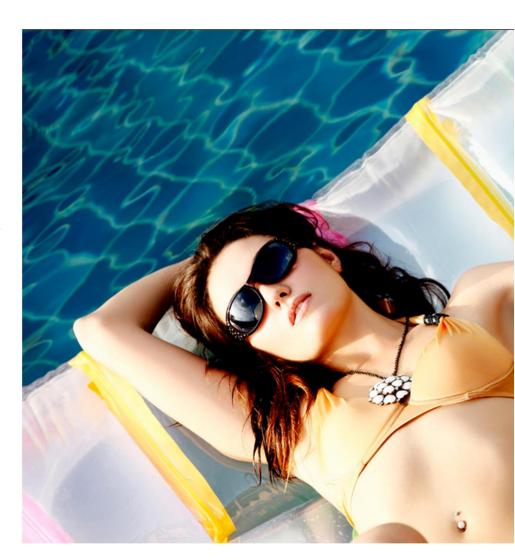
FASHION ONE BRAND

When thinking fashion as it pertains to television, no one should be limited to just runway and models. Fashion, trends and style can be found everywhere.

From photography, street style and beauty tips, to designer retrospectives and the latest celebrity trends, the channel reveals fashion in all aspects of life. It is a global, fashion-forward network for women and trendsetters all over the world who love fashion and all it embodies.

Creating programs which are engaging and captivating, it is the ONE broadcaster dedicated to fashion, entertainment and lifestyle.

Fashion One LLC operates international channels Fashion One, FO and Fashion First, broadcasted in 12 feeds, 6 languages, reaching over 120 million homes worldwide.



DISTRIBUTED TO OVER 120 MILLION HOMES

















RUSSIA

FRANCE

SINGAPORE

SOUTH

AFRICA

COLOMBIA

BULGARIA

LATVIA



ONO

Empowering You!

WACAUCABLE?

tango»

evia

ABN xcess

TAIWAN

MALAYSIA

SPAIN

INDONESIA

MACAU

LUXEMBOURG

POLAND

SLOVENIA

















BELGIUM

TAIWAN

THAILAND

ROMANIA

MAURITIUS

GREECE



BLEVISION



MIDDLE EAST



BELARUS

BELGIUM

MEXICO

AFRICA



ICELAND



UAE

HONG KONG











LITHUANIA

RUSSIA

*Only part of the broadcasting platforms are listed

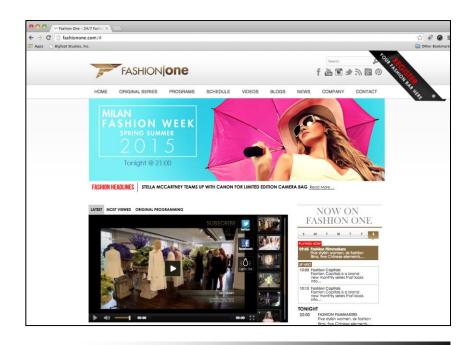
MORE ENGAGING, BETTER TARGETING

As media habits evolve, we are ensuring viewers to be able to access content in whatever format they choose.

By producing all content with 100% rights, the network has already launched our channel on multi-screens in different parts of the world, accessing the library of our unique programmes about fashion, entertainment and lifestyle.

The network offers our fashion oriented audience a comprehensive portfolio of products from traditional pay TV and satellite TV, to online portals, IPTV, VOD, smart TV and mobile TV.

Featuring new search optimization on its global websites, and curating the latest news around fashion and entertainment, ensures fashion lovers benefit from a seamless online experience.



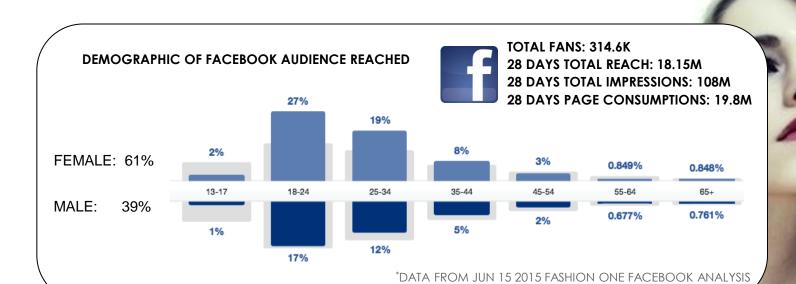
MEET OUR ONLINE VISITORS

MONTHLY PAGE VIEWS: 321K

MONTHLY UNIQUE VISITOR: 135K

*Global website data

FASHION ONE SOCIAL MEDIA



You Tube

TOTAL SUBSCRIPTIONS: 16.67K
TOTAL VIDEO VIEW: 14.363M
TOTAL VIDEO VIEW LAST 30 DAYS: 401K
AVERAGE VIEWING TIME: 1 min 45 sec

*DATA FROM JUN 15 2015 FASHION ONE YOUTUBE ANALYSIS

GROWING PRESENCE ON ALL SOCIAL MEDIA PLATFORMS









EDITORIAL THEMES





- Featuring actions from the backstage with exclusive interviews of designers, models and make-up artists about their latest works and inspirations, **From the Runway** brings you insider access to the most attractive and latest fashion trends and style of the season.
- The answer to all your questions about up and coming sensations in the fashion industry, **One to Watch** puts emerging stars in the spotlight to show you what made the design protégés, the hottest models, the unmatched stylists, and the talented makeup artists as they are today by presenting you exclusive access to their real lives and budding careers.

- Offering reviews, advices and tips of the latest beauty, styling and skin care trends from the experts in health and beauty industry, **Beauty Fix** is a comprehensive guide for modern women to be irresistibly fabulous and totally amazing!
- Packing for your next trip to exotic beaches?

 Fashion Exposed brings you there from the comfort of your home, and its one destination you don't want to miss. Great locations with the most attractive models, you'll find sexy swimwear and seductive lingerie, sleepshirt & nightie shows, along with interviews of the photographers and your favourite models directly from the photoshoots.
- Take an inside look of what happens inside the world's top modeling agents in **Agencies** as they provide the essential element to fashion's multibillion dollar industry the models. From castings to trainings, go-sees to bookings, see how these professionals work with their talents in this very competitive, 24/7 fast moving business.

EDITORIAL THEMES





- Pack and enjoy the trip as we provide you a **Passport to Fashion.** Let your favourite models, designers, bloggers and stylists take you to travel around the world in search of various luxury lifestyles and authentic cultures.
- What's "Haute"? It's your luxury lifestyle magazine featuring the lifestyle from around the globe. We will bring you the latest information about fine dining, high quality gems & jewelry, exclusive flagship store visits, art galleries and exhibitions, VIP services, yachts, private jets and more!

- From the street corners of Moscow and Hong Kong, to the busiest area of London and Brazil, we offer you a chance to see different styles from the chic trendsetters around the world. **Street Style** also features advices from fashion bloggers and stylists on the latest trends mixing and matching the hottest styles with the latest fashion collections and accessories, and packing your style for a business trip or vacation.
- Get access to the most glamorous events of the world! From the arrival to the after parties, **Invitation Only** brings you the hottest fashion trends from international events around the globe.
- Get up close and personal with the world's most beautiful fashion **Models**. Hear what they have to say about the world of fashion, modeling and what it's like to be in the spotlight.
- In **Photographers**, see the models and the photo shoots from a photographer's point of view and find out what takes to get the best photo. This is a sexy and glamorous BTS (behind the scenes) look into the wondrous and high profile world of fashion and photography.

Design Genius: A fashion-packed series where designers around the world are surprised with unconventional materials and have to make high fashion garments within a strict time frame; all under the watchful eye of an esteemed "design genius." Now on its 2nd season!

Fashion Correspondent Search: A reality series that seeks to find the network's Fashion Correspondent in all the fashion capitals. Hopefuls are put to the test to see if they have what it takes to be the network's next Fashion Correspondent. Two seasons have already been held in London and Benelux, respectively.

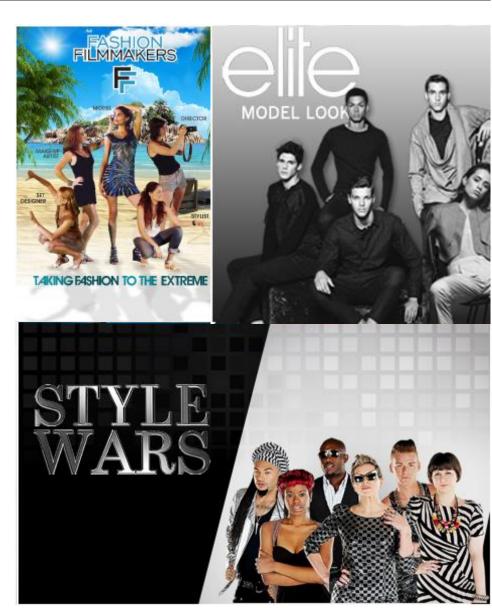
Eco Fashion: Forerunners of eco-friendly fashion are fighting against a world of waste by using innovative techniques of recycling, repurposing and reusing. Eco Fashion is a groundbreaking docu-series, already on it's 2nd season, that will take you on a mind-opening journey into the realm of environmentally sustainable fashion.



Fashion Filmmakers: A 6 episode series that focuses on the creation of fashion films for internationally acclaimed clients to feature at the opening of their flagship stores. It's a race against the clock and the team must create engaging stories within the film, work together through extreme challenges, and deliver the fashion films on time.

Elite Model Look: In this original series, we follow aspiring models, as they are being casted and trained to become the new face Elite Model Agency. We will share their dreams and their journey through the different phases of the competition leading up to the Elite Model Look finale. Already covered 3 national competitions and 2014 World Finals.

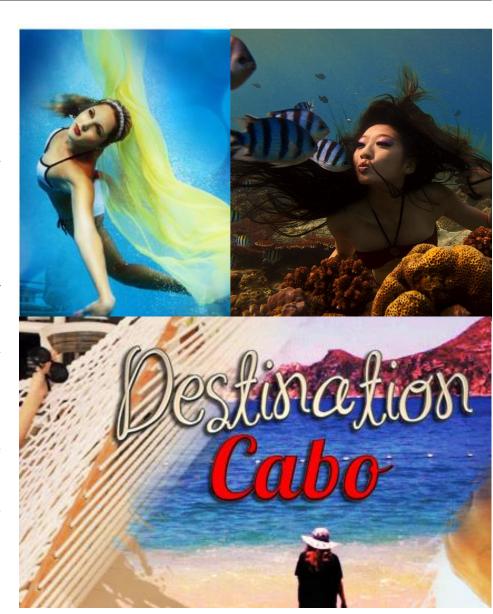
Style Wars: Step into the world of styling and art direction! Gear up for Style Wars, a 6 episode stylathon competition series that challenges versatile stylists to create original and inventive ensembles and photo shoots. This is an insider's view into the world of styling and art direction.



Underwater Action: Go behind the scenes for 3 seasons of the only reality show filmed beneath the ocean's depths and be part of the excitement, drama & danger of renowned underwater photographer Mick Gleissner's daring fashion shoots. The underwater models must survive tropical typhoons, extreme conditions, demanding training and each other.

Underwater Action: Made in China: Follow the glamour and the drama as you spend a season in the tropical paradise with renowned underwater photographer Mick Gleissner. Go behind the scenes as a group of Chinese models fight for a spot in Mick's Asian Underwater Calendar in this 6-episode series.

Destination Cabo: Aside from the sandy beaches and unending cloudless skies, Cassie Scerbo takes us behind the scenes of the wonderful city of Cabo. From high-flying zip lining to the amazing nightclubs, this will test the limits of the adventurous while fulfilling the adrenaline rush of the eager in this 2 part series.



Yoga Health and Wellbeing: This is not just a workout program, it is a show that caters to the body, mind and soul. In this 11 x 30min series, you will explore a variety of styles; from dance infused yoga, to meditation-based yoga and of course the classic bikram yoga.

Model Yoga: For 2 seasons, our very own professional Yogis incorporates some of yoga's most popular poses, offering you innovative techniques at different levels of intensity based on your yoga experience and flexibility. Each program encompasses 6-full scale exercise series.

Model Workout: Train along with some of the world's sexiest and fittest models as they guide you through what it takes to get you that perfect body, giving you an inside look at how they keep in such great shape. This is a workout that is guaranteed to get you results in five sessions.



Dining With Style: Join Stefanie Ryancraft Jones, with the guidance from master chef Vanessa Adonis, as she puts on her apron and battle her way through the kitchen in this 5 episode series.

From creating mouth-watering dishes to perfecting the experience with selected cocktail pairings, Dining With Style will take you to an enticing cultural adventure for the palette.

Fashion On A Plate: Learn the art of making food, fashionable. Fashion On A Plate features top chefs and restaurants from around the world, daring them to utilize their culinary ingenuity to show us what their interpretation of the term 'fashion on a plate' is. From inception to presentation, have a look on how a simple ingredient gets turned into a work of art in 6 sumptuous episodes.

Stefanie's Style Diaries: Fashion Correspondent, Stefanie Rycraft Jones travels the world to cities rarely featured by other travel shows. From fashion, food, art, the people and everything in between, let this cheeky bubbly Brit take you to the hidden gems that are the locals' best-kept secrets. Traveled 6 destinations and counting!



Art and Design: What is design without art and what is art without design? How about combining the two of them? Explore the world of crafts and convention for the construction and the skeleton behind the beauty and concept of fashion in this 6 episode series. Be inspired!

Fashion City Tour: Join fashion correspondent, Elke Sockeel as she travels and explore the most fashionable cities around the world to get an insider's look on what's hot or not in these bustling metropolis. From street style to vibrant cuisine, fashion boutiques to ancient temples, discover the tendencies where fashion and culture collide.

First stop, Tokyo!



SPECIAL PROGRAMMES



Autumn/Winter 2015-16 Fashion Week

Trends (new)

Ready-To-Wear: Seventies Revival (new)

Fashion Around The Globe (new)

Sultry Swimwear Collections (new)

The Ultimate Style Guide (new)

Haute Couture Exclusive (new)

Fashion Week Highlights (new)

Post-Holiday Trends (new)

Summer Trends (new)

Holiday Special (new)

Street Style (new)

Weekend Tours (new)

Weekend Specials

Fashion One network operates 12 feeds all over the world, 9 of which are dedicated local. In addition to bringing the latest fashion, entertainment, and lifestyle programmes from around the world to our local audiences, our local feeds will also put more focus on showcasing local talents with our increasing investment in local productions.



Russia Feed

Covering fashion events throughout the country, the network was already named as the official media partner of St. Petersburg Fashion Week, Pacific Style Week Vladivostok, and Collection Premiere Moscow. It is also the info partner of New Wave 2015. The local feed works closely with major fashion events covering Vogue Fashion's Night Out in Moscow and St. Petersburg, Mango Show, The Show by InStyle, Glamour Awards, Moscow International Film Festival and many others. Fashion One also supports local designers competitions like Grazia Young designer's competition and Russian Silhouette.



Middle East Feed

The Middle East feed covers major cultural events from art, music, dance and food in the region including Dubai International Film Festival, Dubai World Cup 2013 celebrations, IWC Gulf Filmmakers Award, launch events of the Jaguar F-TYPE, VIVA Beauty Awards, and local fashion events of international fashion brands including Furla, Juicy Couture, Puma, Paul Smith, Pierre Corthay, Tiffany and more. The local feed is also named as the official media partner of Fashion Forward Middle East, Beirut Designers Week and Tunis Fashion Week.

Latin America / Hispanic Feed

Fully in Spanish language, the channel's Hispanic feed is increasing the investment in local productions with major fashion events being covered in key cities like Mexico, Rio de Janeiro, Buenos Aires, Bogota and Medellin.



More original programmes in Spanish are being produced for the market, including Elite Model Look Mexico and Colombia, which followed the country's national search for their new faces, providing young girls and guys the opportunity to enter the fashion world and have an international modelling career. Also featured, Miami: Diarios de Modelos, a docuseries that follows six driven Latin models while they try to make it big in a city full of life, fashion, indulgence and beautiful people.





Spanish Feed

After the launch of the Hispanic feed in Latin America, the network extends its Spanish language coverage to Spain, covering top fashion events in the region such as Mercedes Benz Fashion Week

such as Mercedes Benz Fashion Week
Barcelona, Mercedes Benz Fashion Week Madrid, 080 Barcelona,
and more.

In partnership with the prestigious Elite Model Management in Barcelona, the network has exclusive coverage on its most sought after annual modelling competition, Elite Model Look Spain following aspiring models as they strive to become the next Elite model to represent Spain in the Elite Model Look World Finals.

female audience.

Africa Feed

Our Africa feed is bringing the exposure to the African designers and labels in the region worldwide with localized version to discover the latest local production. With the weekly African Focus block, Fashion One Africa already covered most of the major fashion and cultural events such as South African Fashion Week, Mercedes-Benz Fashion Week Cape Town, Durban July, and Sensation White



Innerspace. Not only featuring the designers from the runway with dedicated African programming block, the channel created original programmes that will let audience understand philosophy behind some of the African brands and how they operate in the market. On top of that, African Stylist and models are also heavily featured in some of the channel's reality series.



The channel covers Amsterdam Fashion Week, and highlights designers including Raf Simons, Ann Demeulemeester, AF Vandevorst and Walter Van Beirendonck, as well as Tom Van der Borght, Sophie Claes and Nathalie Lijsebettens. All programs will be produced or subtitled in Flemish by the end of the year.

Thailand Feed

With shows subtitled in Thai, the network's Thailand feed is set to bring a fresh new approach to Thailand's world class fashion market. In partnership with Wilhelmina One Thailand, we get an exclusive access to the latest happenings in the country's fashion industry. Featuring internationally recognized local events such as Vogue Fashion Night Out Bangkok, Harper's Bazaar Asia New Generation Fashion Designer Awards, Marc by Marc Jacobs runway show, and Casino Royale at Aleenta. Local designers are also highlighted by the network in shows like Fashion Field Trip at TCDC, Elle Bangkok Fashion Week, Bangkok International, Kwankao collections, and Lovebird collections.





Hong Kong Feed

Launched in the 2nd half of 2014, the network's Hong Kong feed will be broadcasted with a mix of English and Chinese content. Its "East Meets West" programming is tailored to cater to this metropolitan's global audience. Featuring local shows and fashion events such as Hong Kong Fashion Week as well as Asia's first real branded fashion trade show, THE HUB. Get the inside scoop on what makes Hong Kong's local and

international designers stand out like Barbour, Lily Royce, Ika Butoni, Joanna Ho and Private V.C White.

United Kingdom Feed

With a focus on Western Europe, F.O. UK will be featuring exclusive coverage and backstage interviews on the latest fashion events in the region including the most sought after seasons of London Fashion Week, Graduate Fashion Week, House ok Ikons London, and Africa Fashion Week London. Having designated its own correspondent in the United Kingdom, the channel will be able to give its audience the inside scoop and first hand encounters with the top British designers and the local street fare.

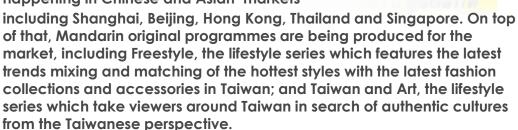






Taiwan Feed

In addition to bringing the latest fashion events from around the world, the fully traditional Chinese subtitled Taiwan feed puts more focus on fashion events happening in Chinese and Asian markets



PROMOTION WITH THE FASHION ONE



Delivering Our Partners with Special Promotion Opportunity.

From fashion, beauty and cosmetic brands, to special events and lifestyle experience, Fashion One is opened to work with different partners to create exclusive promotional opportunities with our own production team.

Fashion Weeks – Featuring actions from the backstage with exclusive interviews of designers, models and make-up artists about their latest works and inspirations, Fashion One, as official partners of some of the most prestigious fashion weeks, provides the perfect stage for fashion weeks all over the world to showcase the latest collections of local designers to the worldwide gudiences.

Cosmetics, beauty and healthcare products – With our extensive editorial experience, we offer quality custom programming solutions to worldwide cosmetics, beauty and healthcare products.

PROMOTION WITH THE FASHION ONE



Fashion Brands — Covering the latest collections and flagship stores opening with the exclusive interviews of the chief designers, to street level interaction with the passerby and fashion trends around the world, Fashion One offers our viewers the whole new fashion experience in all aspect of life. From exclusive 6-episodes long co-production, to clothing and accessories on our hosts and correspondents around the world, Fashion One offers fashion brands an opportunity to work hand-in-hand.

Lifestyle Experience – Covering the latest news about fine dining, high quality gems & jewelry, art galleries and exhibitions, VIP services, yachts, private jets and more, Fashion One offers the chance for all the lifestyle brands to cooperate for unique customized branded experience

New Ideas! – As one of the most versatile network in the world, Fashion One welcomes any new ideas, technology and creative business opportunity.

MEDIA AND FASHION WORKING AS ONE FOR THE PEOPLE, THE ENVIRONMENT AND EDUCATION





ENVIRONMENT: ECO FASHION

HUMAN TRAFFICKING: GIRL WITH NO NUMBER

HEALTH: UNITED COLORS OF FASHION

The Fashion One Network introduces its own non-profit organization, Fashion One Foundation.

Working with other non-profit organizations within the industry, Fashion One Foundation takes the initiative to support creative, effective and sustainable measures to global issues such as poverty, human trafficking, education and environmental sustainability by advocating these causes through programs on the network.

Fashion One Foundation has recently joined forces with the United Nations.

More information at www.fashionone.org





www.fashionone.com