



FASHION|**one**

# THE NETWORK'S BRAND

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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** and **Fashion One 4K**, broadcasted in 12 feeds, 6 languages, reaching over 400 million homes worldwide.



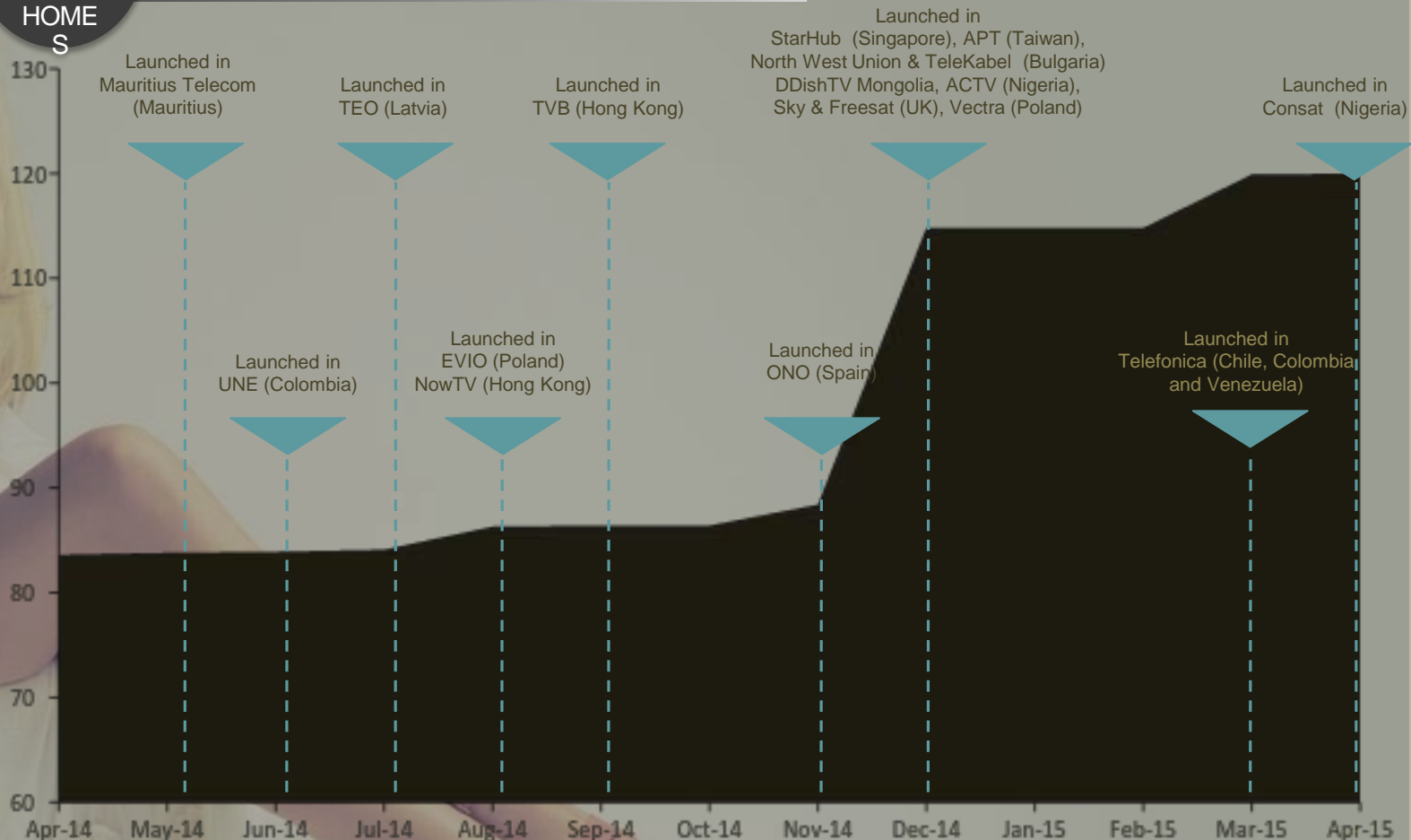
# NETWORK'S MARKET REACH

FASHION  
ONE  
REACHES

120  
M+  
HOME  
S

RAPID GROWTH IN PAST 12 MONTHS

It is the fastest growing network\* and is available in Africa, Asia, Eastern Europe, Europe, Middle East and South America.



\*CSTB Feb 2012



# DISTRIBUTED TO OVER 400 MILLION HOMES

|   |              |   |                |  |           |   |             |
|---|--------------|---|----------------|--|-----------|---|-------------|
|    | RUSSIA       |    | AFRICA         |    | AFRICA    |    | BELGIUM     |
|    | FRANCE       |    | MALAYSIA       |    | TAIWAN    |    | MEXICO      |
|     | SINGAPORE    |    | SPAIN          |   | PERU      |    | AFRICA      |
|    | SOUTH AFRICA |    | CHILE          |    | HONG KONG |    | MIDDLE EAST |
|    | COLOMBIA     |    | UNITED KINGDOM |    | MAURITIUS |    | FRANCE      |
|    | BULGARIA     |    | LUXEMBOURG     |   | GREECE    |    | ICELAND     |
|    | LATVIA       |  | POLAND         |  | RUSSIA    |   | UAE         |
|  | RUSSIA       |  | SLOVENIA       |  | LITHUANIA |  | HONG KONG   |

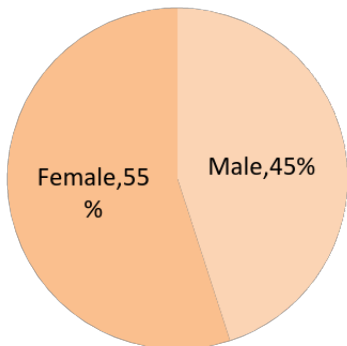
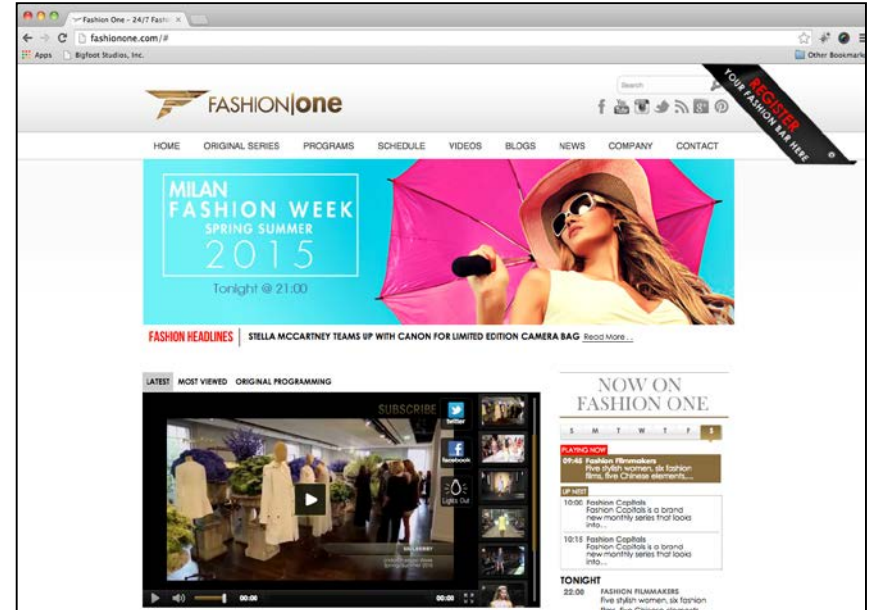
\*Only part of the broadcasting platforms are listed

# MORE ENGAGING, BETTER TARGETING

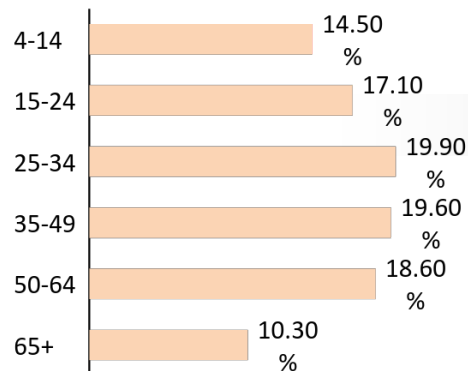
As media habits evolve, we are ensuring viewers to be able to access content in whatever format they choose.

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 the Fashion One global website, and curating the **latest news around fashion and entertainment**, ensures fashion lovers benefit from a seamless online experience.



AGE



GENDER

MEET OUR ONLINE VISITORS

MONTHLY PAGE VIEWS: 321K

MONTHLY UNIQUE VISITOR: 135K

\*Global website data

# NETWORK'S SOCIAL MEDIA

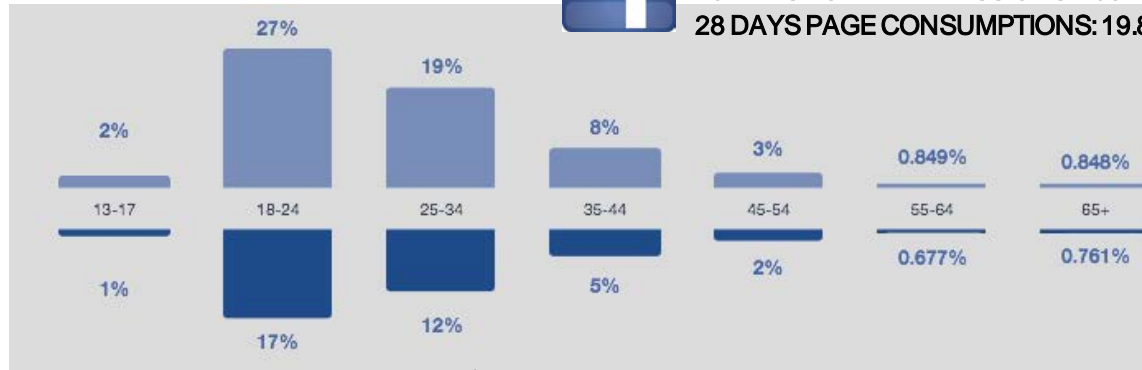
## DEMOGRAPHIC OF FACEBOOK AUDIENCE REACHED



TOTAL FANS: 314.6K  
28 DAYS TOTAL REACH: 18.15M  
28 DAYS TOTAL IMPRESSIONS: 108M  
28 DAYS PAGE CONSUMPTIONS: 19.8M

FEMALE: 61%

MALE: 39%



\*DATA FROM JUN 15 2015 FASHION ONE FACEBOOK ANALYSIS



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

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- 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 multi-billion 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

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- 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.



# SPECIAL PROGRAMMES

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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



PROMOTION WITH FASHION ONE

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# PROMOTION WITH FASHION ONE

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## **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 audiences.

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

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# PROMOTION WITH FASHION ONE

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**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.

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# RATE CARD ON THE CHANNEL (GLOBAL FEED)

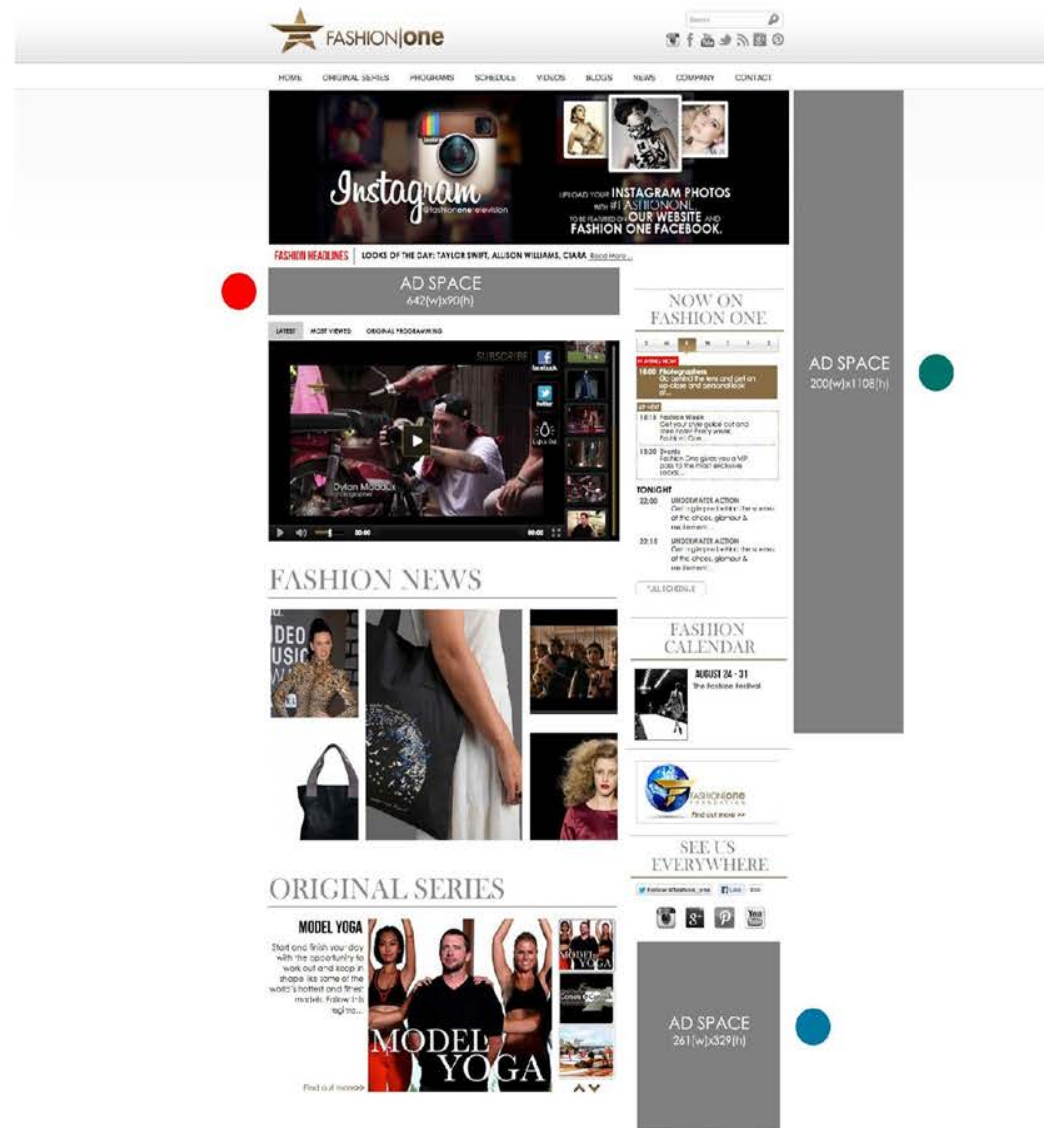
| Time      | Zone   | Duration  | Cost (US\$)   |
|-----------|--------|---|---|
| 0600-0659 | Zone B | 120 Sec<br>90 sec<br>60 sec<br>45 sec<br>30 sec<br>15 sec | \$1200<br>\$900<br>\$600<br>\$500<br>\$300<br>\$200   |
| 0700-0759 |        |   |   |
| 0800-0859 |        |   |   |
| 0900-0959 |        |   |   |
| 1000-1059 |        |   |   |
| 1100-1159 |        |   |   |
| 1200-1259 |        |   |   |
| 1300-1359 |        |   |   |
| 1400-1459 |        |   |   |
| 1500-1559 |        |   |   |
| 1600-1659 |        |   |   |
| 1700-1759 |        |   |   |
| 1800-1859 |        |   |   |
| 1900-1959 | Zone A | 120 Sec<br>90 sec<br>60 sec<br>45 sec<br>30 sec<br>15 sec | \$2400<br>\$1800<br>\$1200<br>\$960<br>\$600<br>\$360 |
| 2000-2059 |        |   |   |
| 2100-2159 |        |   |   |
| 2200-2259 |        |   |   |
| 2300-2359 |        |   |   |
| 2400-2459 |        |   |   |
| 2500-2559 |        |   |   |
| 2600-2659 | Zone C | 120 Sec<br>90 sec<br>60 sec<br>45 sec<br>30 sec<br>15 sec | \$640<br>\$480<br>\$320<br>\$260<br>\$160<br>\$100    |
| 2700-2759 |        |   |   |
| 2800-2859 |        |   |   |
| 2900-2959 |        |   |   |
|           |        |   |   |

# ADVERTISING OPTIONS ON FASHIONONE.COM

- **LETTERBOX**  
Dimensions: 728 x 90 px  
File size: < 25 kb  
Format: Jpeg / Animated Gif / Flash  
Position: Homepage  
CMP : US\$20

- **SIDE AD**  
Dimensions: 200 x 1100 px  
File size: < 100 kb  
Format: Jpeg / Animated Gif / Flash  
Position: Homepage  
CMP : US\$40

- **ISLAND AD 1**  
Dimensions: 261 x 329 px  
File size: < 20 kb  
Format: Jpeg / Animated Gif / Flash  
Position: Homepage  
CMP : US\$15



# FROM THE RUNWAY – OPTION 1

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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.

## Package:

- Shooting for 1 / 2 days covering runways and backstage interviewing designers, stylists and models
- Total coverage time about 22-25 min in a 30 min programme block
- Covering 4-6 runways
- Post production and editing
- Airing on the channel on global feed for at least 3 times during prime time in 1 month
- Additional Benefit: Uploaded to Fashion One Youtube page for sharing after premiere
- Additional Benefit: Island ad on fashionone.com

**Total Package Cost: USD 10K**

(Potential Media Value USD 108K)

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# FROM THE RUNWAY – OPTION 2

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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.

## Package:

- Shooting for 1 / 2 days covering runways and backstage interviewing designers, stylists and models
- Total coverage time about 22-25 min in a 60 min programme block
- Covering 10 - 12 runways
- Post production and editing
- Airing on the channel on global feed for at least 10 times during prime time in 2 months
- Additional Benefit: Uploaded to Fashion One Youtube page for sharing after premiere
- Additional Benefit: Island ad on fashionone.com

**Total Package Cost: USD 25K**

(Potential Media Value USD 720K)

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# FROM THE RUNWAY – OPTION 3

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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.

## Package:

- Shooting for 1 / 2 days covering runways and backstage interviewing designers, stylists and models
- Total coverage time about 22-25 min in a 60 min programme block
- Covering 10 - 12 runways
- Post production and editing
- Airing on the channel on global feed for at least 20 times during prime time in 3 months
- Additional Benefit: Uploaded to Fashion One Youtube page for sharing after premiere
- Additional Benefit: Island ad on fashionone.com

**Total Package Cost: USD 40K**

(Potential Media Value USD 1.44M)

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# INVITATION ONLY – OPTION 1

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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.

## Package:

- Shooting for 2 hours covering fashion and lifestyle events
- Interviewing guests and spokesperson
- Total coverage time about 3 min story after editing
- Post production and editing
- Airing on the channel on global feed for at least 3 times during prime time in 2 weeks
- Additional Benefit: Uploaded to Fashion One Youtube page for sharing after premiere
- Additional Benefit: Island ad on fashionone.com

**Total Package Cost: USD 2K**

(Potential Media Value USD 10.8K)

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# INVITATION ONLY – OPTION 2

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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.

## Package:

- Shooting for 3 hours covering fashion and lifestyle events
- Interviewing guests and spokesperson
- Total coverage time about 5 min story after editing
- Post production and editing
- Airing on the channel on global feed for at least 10 times during prime time in 1 month
- Additional Benefit: Uploaded to Fashion One Youtube page for sharing after premiere
- Additional Benefit: Island ad on fashionone.com

**Total Package Cost: USD 5K**

(Potential Media Value USD 60K)

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# ONE TO WATCH – OPTION 1

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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.

## Package:

- Shooting for 3 hours visiting boutique or studio of a brand / product / service
- Interviewing key spokesperson and models provided by the clients
- Total coverage time about 3 min story after editing
- Post production and editing
- Airing on the channel on global feed for at least 3 times during prime time in 2 weeks
- Additional Benefit: Uploaded to Fashion One Youtube page for sharing after premiere
- Additional Benefit: Island ad on fashionone.com

**Total Package Cost: USD 2K**

(Potential Media Value USD 10.8K)

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# ONE TO WATCH – OPTION 2

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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.

## Package:

- Shooting for 3 hours covering fashion and lifestyle events
- Interviewing guests and spokesperson
- Total coverage time about 5 min story after editing
- Post production and editing
- Airing on the channel on global feed for at least 10 times during prime time in 1 month
- Additional Benefit: Uploaded to Fashion One Youtube page for sharing after premiere
- Additional Benefit: Island ad on fashionone.com

**Total Package Cost: USD 5K**

(Potential Media Value USD 60K)

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