



 FASHION|one



PRESENTATION TO MONGOLIA



ONE WORLD, ONE NETWORK

Launched in April 2010, Fashion One is distributing to over 120 countries.

A 24/7 channel broadcasting across multiple platforms:

- Satellite Television
- Cable Television
- IPTV
- Mobile
- VOD/Ott
- Smart TV

 FASHION|one



**ENGAGING, ORIGINAL AND
EXCLUSIVE CONTENT**



**A 24-HOUR FULL HD
TV CHANNEL**

A woman with blonde hair, wearing a black leather jacket over a blue top and a necklace, stands in a dark, industrial setting. She is looking towards the camera. In the background, another person wearing a black uniform and cap is visible. The scene is lit with dramatic, low-key lighting, creating a moody atmosphere. The text 'WITH FULL ONLINE AND MOBILE RIGHTS ON ALL CONTENT' is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

**WITH FULL ONLINE AND MOBILE
RIGHTS ON ALL CONTENT**



**REVEAL FASHION IN
EVERY ASPECT OF
LIFE FOR MONGOLIA**



**TARGET
AUDIENCE:**

**WOMEN, TRENDSETTERS,
GLOBETROTTERS AND
TECHNOPHILES, AGED 18-45
(70% WOMEN, 30% MEN)**

FASHION ONE HAVE A REACH
OVER 60 MILLION WORLDWIDE





**CHANNEL FOCUS:
70% WOMEN**

- So how can marketers reach busy women? Television was the primary means that women discovered new products.*
- Women control \$12 trillion of the world's \$18.4 trillion in annual consumer spending**

* Nielsen: Women of Tomorrow Report (Nov 28, 2011)

** The Boston Consulting Group, New Book Reveals How Companies Can Capture Their Share of The World's Largest, Fastest-Growing Market (Sep 8, 2009)

PRODUCT PLACEMENT PACKAGE



LAUNCH OF FASHION ONE IN UK

Fashion One, the international channel dedicated to Fashion, Entertainment and Lifestyle, will arrive in United Kingdom and let's CELEBRATE with celebrities, models and designers! With the launch of Fashion One London Fashion Correspondence Search, a party will be held and contestants in the original reality show will be covering the party as one of the task to be selected!



FASHION ONE COCKTAIL PARTY

A exclusive Luxury spirit brand will have the opportunity to sponsor the event. The brand will be able to set-up it's own branded bars in the location and staff – a flyer + product sample presenting the brand will be distributed within the gift bag at the exit. The Logo of the brand will be present in any material concerning the event such as the final video produced during the party. This will give equal exposure to the brand and the channel.



PRODUCT PLACEMENT PACKAGE 1



- * **Media: Fashion One**
- * **Package nature: Product Placement**
- * **Campaign Period:
Oct 1 – Nov 30, 2012**
- * **Package includes**

- Video with logo and product placement in a fashion party in London as exclusive alcohol sponsor
- Video length: approx. 180 seconds
- Total number of spots: 120
- FaceBook, Fashion On Website mentioning
- Product sampling opportunity: Free sample to 200 VIPs as souvenir

Discount Rate: US\$30K

PRODUCT PLACEMENT PACKAGE 2



- * **Media: Fashion One**
- * **Package nature: Product Placement**
- * **Campaign Period:
Oct 1 – Dec 30, 2012**
- * **Package includes**
 - Video with logo and product placement in a fashion party in London as exclusive alcohol sponsor
 - Video length: approx. 180 seconds
 - Total number of spots: 240
 - FaceBook, Fashion On Website mentioning
 - Product sampling opportunity: Free sample to 200 VIPs as souvenir

Discount Rate: US\$42K



ABOUT FASHIONONE



CORE PROGRAMMING

- Fashion Weeks
- Backstage
- Fashion Documentary
- Events
- Celeb on File
- Travel in Style



Fashion News
Correspondent
Search



Eco
Fashion

ORIGINAL

Beauty
Evolution

Underwater Action



Fashion in
Motion



PROGRAMMING

Design Genius



BRANDS ON THE CHANNEL



Dior



Salvatore Ferragamo

GUCCI



VERSACE

PRADA



MARC JACOBS



SHANGHAI TANG
上海滩



LA PERLA

BRANDS ON THE CHANNEL



MOSCHINO

lorenzo riva



DSQUARED²

VERA WANG

roberto cavalli

BOSS
HUGO BOSS

Ermenegildo Zegna

DKNY
DONNA KARAN NEW YORK



STELLA
MCCARTNEY

NICOLITA

MK MICHAEL KORS



BOTTEGA VENETA



 FASHION|one

THANK
YOU!