



 FASHION|one

FASHION|ONE



# ONE WORLD, ONE NETWORK

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

A24/7 channel broadcasting across multiple platforms:

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

# PRESIDENT & FOUNDER MICK GLEISSNER

Asia-based media and business entrepreneur Mick Gleissner started his professional career in the telecommunications technology industry in Germany. He pioneered e-commerce with Europe's first online bookstore "Telebook" and developed web hosting with one of Germany's leading web hosting services.

Amazon.com acquired Mick's company in 1998, where he served as vice-president. Mick founded Bigfoot Ventures, and later decided to penetrate the entertainment industry by conceptualizing Bigfoot Entertainment, Bigfoot Studios, and the International Academy of Film and Television.

Mick founded Fashion One Television in April 2010 and currently serves as General Counsel to Fashion One.

# CHIEF EXECUTIVE OFFICER ASHLEY JORDAN

Ashley Jordan's background is in feature film development and production working for Red Wagon Entertainment, Ben Affleck and Matt Damon's production company, Liveplanet, and Tollin Robbins productions. During her film career she has contributed in the development and production of films such as Memoirs of a Geisha, Bewitched, Jarhead, Gone Baby Gone, Wild Hogs, Norbit, Meet Dave and Tron: Legacy.

Ashley is an Oscar award winning producer overseeing Fashion One and Bigfoot Entertainment.





# FASHION ONE

- REVEAL FASHION IN EVERY ASPECT OF LIFE FOR EACH LOCAL MARKET
- ENGAGING, ORIGINAL AND EXCLUSIVE CONTENT
- A 24-HOUR FULL HD TV CHANNEL
- FULL ONLINE AND MOBILE RIGHTS ON ALL CONTENT
- THE FASTEST GROWING NETWORK\*

\*CSTB FEB 2012



**TARGET  
AUDIENCE:**

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

FASHION ONE HAS REACHED  
**OVER 100 MILLION** WORLDWIDE



# CORE PROGRAMMING

## FROM THE RUNWAY

Fashion One gathers the views of fashion editors, famous stylists and bloggers on the latest trends and styles straight from the runway of fashion capitals around the world. 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 very latest fashion trends and style of the season.



# CORE PROGRAMMING

## ONE TO WATCH

The answer 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 protégé, the hottest model, the unmatched stylist, and the talented makeup artist as they are today by presenting you exclusive access to their real lives and budding careers.





# CORE PROGRAMMING

## ONE ON ONE

Ready for a date with your favourite celebrity? Fashion One proudly presents **One on One!** Get the chance to have an in-depth conversation with your beloved stars, designers, top models and successful women from different industries. This is an incredible and amazing opportunity for you to discover their magnificent and unique experiences of their life, love and everything. Let's love and cry with them as Fashion One gets you the latest update on your idols!



# CORE PROGRAMMING

## BEAUTY FIX

Every woman deserves to feel beautiful and confident from the inside out and be free to express herself. 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!



# CORE PROGRAMMING

## FASHION EXPOSED

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 direct from the photoshoots. Our fashion gurus and famous bloggers will also give you tips on how to look best and steal the spotlight!



# CORE PROGRAMMING

## INVITATION ONLY

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. Don't miss out on the sensational looks and exclusive interviews of your favourite celebrities, top models, designers and socialites straight from the red carpet!



# CORE PROGRAMMING

## PASSPORT TO FASHION

Pack and enjoy the trip as Fashion One provides 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. You will visit their favorite places, and join them dining in prominent restaurants, shopping in unknown fashion boutiques and relaxing in 5-star spas while sharing their views on life, fashion and lifestyle. Just keep your schedule open and fly with us!



# CORE PROGRAMMING

## WHAT'S HAUTE ?

**What's "Haute"?** is your luxury lifestyle magazine featuring the lifestyle from around the globe? Fashion One 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! It is the ultimate guide for the elite enjoying the luxury lifestyle with the rest of the world!



# CORE PROGRAMMING

## MY STYLE

From the street corners of Moscow and Hong Kong, to the busiest area of London and Brazil, Fashion One offers you a chance to see different styles from the chic trendsetters around the world. **My 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 inspired to find your own style!



# CORE PROGRAMMING

## SOUND OF FASHION

More than ever, fashion films are at the center of innovative storytelling, creating a new form of entertainment for a couple of minutes with the most prominent Hollywood celebrities and award-winning directors. Each week Fashion One will present **Fashion and Music**, an entertaining summary of the most exhilarating and popular fashion films from the designers around the world.





# ORIGINAL PROGRAMMES

# DESIGN GENIUS

A fashion-packed reality 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”. In each episode, designers must compete in three unique fashion creation challenges – accessories, undergarment and wardrobe. It's Chopped meets Project Runway. It's about making the unimaginable; Fashionable.



# ORIGINAL PROGRAMMES

# ECO-FASHION

From Iceland to Indonesia, Africa to Canada, India to California, 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 new docu-series from Fashion One that will take you on a mind-opening journey into the realm of environmentally sustainable fashion.



# ORIGINAL PROGRAMMES

# FASHION ONE 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 next Fashion One Correspondent.





# ORIGINAL PROGRAMMES

# FASHION IN MOTION

A reality series that focuses on the creation of fashion films for internationally acclaimed clients to feature for 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.



# ORIGINAL PROGRAMMES

# FROM CORSETS TO CATWALK

Following over 500 years of fashion, Corsets to Catwalk brings you the catwalks of your favourite famous designers, and showcases where they found their inspirations throughout history.



# ORIGINAL PROGRAMMES

## FRONT ROW

Get front row access to all of your favorite designer collections and the hottest trends of the season! Not sure how to bring Fall 2012 looks into your wardrobe? International stylists will critique the season's best designer catwalks and give you insight into how to stay fashionable with looks straight from the runway.



# ORIGINAL PROGRAMMES

# THE FASHION FRONTLINE

From the latest style trends to fashion business analysis, The Fashion Frontline will deliver the most immediate, credible, and comprehensive coverage on the industry news, along with providing a daily-dose of celeb gossip and beauty trends from around the globe.



**FASHION|one**

**MONDAYS, WEDNESDAYS & FRIDAYS**

BERLIN 10PM  
HONG KONG 11PM  
JAKARTA 11PM  
MOSCOW 1AM  
LONDON 12AM  
SEOUL 12AM  
PARIS 12AM

**FASHION NEWS FROM AROUND THE GLOBE**

From the latest runway and the latest updates from fashion designers, to the exclusive action of Hollywood celebrities and recent developments of hit and trendy lifestyle, The Fashion Frontline will be bringing you the latest fashion, entertainment and lifestyle news from all around the globe.

**FASHIONFRONTLINE**  
WITH HENRIETTA MOORE







# ORIGINAL PROGRAMMES

# STYLE WARS

Step into the world of styling and art direction! Gear up for Style Wars, a stylathon competition series that challenges versatile stylists to create original and inventive ensembles and photo shoots. In each episode, stylists are thrown into the deep end and are forced to construct their looks by using selected and challenging items - some far less conventional than others! This is an insider's view into the world of styling and art direction. These stylists will show just what it takes to pull together the perfect photo or commercial.



# ORIGINAL PROGRAMMES

# KICK UP YOUR HEELS

Spice up your workout as you Kick Up Your Heels. This is a sexy, fun workout series that brings the high-heeled workout phenomenon right into your own living room. The six episode series includes kickboxing, street-dance and a zumba-esque workout which are done in high heels. Now you'll have the chance to indulge in the latest trend of high-heeled workout without leaving your home; secretly perfecting bodyline and boosting confidence with our experienced instructors!



# ORIGINAL PROGRAMMES

# BLOGGER BOOTCAMP

Can fashion bloggers shine under the designer spotlight? Find out as Blogger Bootcamp engages bloggers in an intensive 3-week course of fashion, design and styling under the meticulous mentoring by the industry professionals. The contestants will learn to draft designs and patterns, as well as to cut and sew. Eliminating a budding designer every episode, let's see who will make the final cut!







# KEY PROGRAMMES: Next 6 months

MARCH

Design Genius  
Fashion Frontline

APRIL

Eco Fashion Season 2  
Kick Up Your Heels

MAY

Fashion One Correspondent Search Benelux  
Front Row Fall/Winter 2013

JUNE

Fashion in Motion  
Passport to Fashion

JULY

Style Wars  
Fashion Exposed

AUGUST

What's "Haute"?  
One To Watch



# PRIME-TIME GRID

	MON	TUE	WED	THU	FRI
19:00	Fashion Weeks (London / Milan / Paris / New York, etc) - Preview				
19:30	Original Programing - Replay				
20:00					
20:30	Monthly Stunts				
21:00	One To Watch	Fashion Frontline	From The Runway	Fashion Frontline	What's "Haute"
21:30	What's "Haute"	One on One (Big stars)	My Style	Invitation Only	From The Runway
22:00	Original Programing - Design Genius / Eco Fashion / Style Wars				
22:30					
23:00	Fashion Frontline	One Day One Life	Fashion Frontline	Passport To Fashion (Travel)	Fashion Frontline
23:30	My Style	Invitation Only	Beauty Fix	Pack My Style	Fashion Exposed
THEME	ON TREND	WALK OF FAME	EMBRACE YOUR BEAUTY	PERFECT GETWAY	GET GLAMOROUS

\*THE ACUTAL SCHEDULE WILL CHANGE MONTH BY MONTH





# Media and Fashion Working as One for the People, the Environment and Education

Initiatives:

**Environment: Eco Fashion**

**Human Trafficking: Girl with No Number**

**Health: United Color of Fashion**

Working with 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 Fashion One Network. Fashion One has recently joined forces with the United Nations. More information at: [www.fashiononefoundation.org](http://www.fashiononefoundation.org)



# BRANDS ON THE CHANNEL



**MOSCHINO**

lorenzo riva



DSQUARED<sup>2</sup>

VERA WANG

**roberto cavalli**

**BOSS**  
HUGO BOSS

Ermenegildo Zegna

**DKNY**  
DONNA KARAN NEW YORK



STELLA  
MCCARTNEY

**NICOLITA**

**MK** MICHAEL KORS



BOTTEGA VENETA

# BRANDS ON THE CHANNEL



Dior



VALENTINO

*Salvatore Ferragamo*

GUCCI



LV

LOUIS VUITTON



VERSACE

PRADA



BURBERRY  
ESTABLISHED 1856

LACOSTE



GIORGIO ARMANI



SWAROVSKI



MARC JACOBS

CHANEL

FENDI

SHANGHAI TANG  
上海滩

EMPORIO  
ARMANI

LA PERLA



[WWW.FASHIONONE.COM](http://WWW.FASHIONONE.COM)  
ORIGINAL PROGRAMMING REEL