



VODKA  
LUXURY COLLECTION  
MICHELADAM

THE  
*essence*  
OF FASHION



THE  
*essence*  
OF FASHION



F BEVERAGES LTD

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## *Introducing the Company* AND OUR BRAND

Back in 2010, F BEVERAGES LTD successfully launched a new line of **FASHION BEVERAGES** that has now established itself in over 55 markets worldwide.

The whole range incorporates the attributes and core values of FashionTV (FTV™), the largest fashion medium in the world and a name synonymous with fashion, glamour, sophistication, beauty and luxury. FTV reaches over 360 million households worldwide through 3,000 satellite and cable operators. You will also find it in more than seven million public venues such as bars, clubs, hotels, airports, fitness studios, beauty salons, fashion stores, and others.

Consumers around the globe recognize the supreme quality and refined taste of each product under our brand. They also appreciate and respond to our brand's clear and distinctive message of 'fashion and luxury', in perfect balance.

F BEVERAGES LTD holds the exclusive rights worldwide for the production, promotion, marketing, sale and distribution of all alcoholic and non-alcoholic FashionTV branded beverages. Through arrangements made with FashionTV (FTV Programmgesellschaft mbH and its affiliates, subsidiaries or related companies such as FASHIONTV.COM GmbH and / or F. TV Limited), who are the owners of 100% of the entire Intellectual Property and Proprietary Rights over Trademarks and Service Marks bearing the "f" logo and diamond shaped device, with or without "I LOVE FASHION" and "MICHEL ADAM", and with or without wings on a diamond shape bearing the "f" logo or device, F BEVERAGES LTD has been granted the exclusive right of use and exploitation of the above mentioned Intellectual Property for beverages.



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## *Our* MISSION

Our mission is to produce alcoholic and non-alcoholic beverages of the highest quality with the personality and core values of FashionTV (FTV™) and to make them available at fair market prices to consumers who seek and appreciate products of distinctive style, finesse, glamour and elegance.



FASHION VODKA **Luxury Collection**

# A **CLASS** *of its own*

Every so often, a product appears on the market and instantly positions itself in a class of its own; a product of remarkable character and fine qualities; a product with the pedigree of a leader. **FASHION VODKA Luxury Collection** is such a product.

Filtered through centuries of intangible heritage, **FASHION VODKA Luxury Collection** breathes new life into a once closely guarded recipe dating back to 1783. A recipe that was then reserved for the select few, now delivers a pleasurable vodka for connoisseurs around the world.



FASHION VODKA **Luxury Collection**



# *Finesse & Elegance* GLAMOUR

Incorporating the personality and core values of fashiontv (FTV™) – the largest fashion medium in the world, and a name synonymous with fashion, glamour, sophistication, beauty and luxury – FASHION VODKA **Luxury Collection** will appeal to those who seek and appreciate distinctive style marked by finesse, glamour and elegance in every detail.

Produced from the purest raw materials, perfected through modern technology, and polished with aesthetic design, FASHION VODKA **Luxury Collection** is destined to establish itself as the vodka of choice among cosmopolitan consumers. In terms of style and substance, taste and quality, as well as heritage and prestige, FASHION VODKA **Luxury Collection** mirrors the desires of contemporary trendsetters.

FASHION VODKA **Luxury Collection**





## *Extending beyond* FASHION

If there is one fashion brand in the world that is capable of lending its attributes and core values to luxury and stylish consumer goods, it is none other than fashiontv (FTV™), the largest fashion medium in the world. As the only global, 24/7 channel for fashion, beauty and lifestyle, fashiontv reaches over 350 million homes via cable and satellite, and is also broadcast into more than seven million public venues such as bars, clubs, hotels, airports, fitness studios, beauty parlours, fashion stores, and others.

The globally successful broadcaster was founded in 1997 by Michel Adam. The programme covers current fashion shows and background stories and interviews with star designers and top models. FTV produces 500 hours of new programmes each year, with 300 new shows and 600 new clips per season. Its online presence at <http://www.ftv.com> is well visited (700,000 hits) and boasts the world's largest online fashion library.

FTV's branding continues to grow via fashion bars and clubs as well as FTV's own fashion line and other exclusive license agreements. What lies in the heart of FTV though is the fun, entertainment and good time that a glamorous party could offer; **FASHION BEVERAGES Collection** has come to infuse the world of drinks and entertainment with the spirit and values of fashiontv.

FTV is synonymous with fashion, glamour, sophistication, beauty and luxury. This pedigree is firmly established in **FASHION VODKA Luxury Collection**.



# *Making* A STATEMENT

In step with the fascinating and fast-moving fashion industry, the world of spirits is driven by trends, none hotter than the booming Super Premium vodka category. The evolution of vodka from a colourless, odourless, relatively locally consumed spirit to a high-end luxury product consumed in attractive stemware has significantly boosted this category. Add discernible quality, upscale packaging, skilful advertising campaigns and the ongoing cocktail craze, and you have a product that crosses gender lines and adult age groups, offering all a feast for the senses.

Today, vodka is emerging as the preferred drink among fashion conscious consumers, whose choice of clothing, food and drink aim at making a statement. Though traditionally served in shot glasses, preferably chilled, accompanied with water or juice, today's young professionals enjoy their preferred vodka in cocktails like Martini, Cosmopolitan and so many others.

So, what is it that makes vodka one of the unquestionable success stories in the world of spirits? Not merely its unrivalled mixability, but rather its capacity to reinvent itself. This is evident in the way trendy and upscale premium and super premium vodkas enter today's market and offer consumers the opportunity to enjoy the best of the best – like **FASHION VODKA Luxury Collection**. Truly a brand of supreme quality that glitters on the lips of its cosmopolitan consumers.

FASHION VODKA

FASHION VODKA *Luxury Collection*





*Filtered through*  
*centuries of*  
**INTANGIBLE**  
**HERITAGE**

Historians claim that the origins of vodka are shrouded in the swirling mists and frozen winters of Eastern Europe. Over time, the art of making vodka was perfected and local noblemen spared no effort or expense to produce pure, delicate and fine tasting vodka. It is therefore no coincidence that **FASHION VODKA Luxury Collection**, a brand of such high expectations which demands the appreciation of the finest ingredients and the purest processes, should be produced at the source of this timeless drink.

Indeed, **FASHION VODKA Luxury Collection** breathes new life into a closely guarded, secret recipe dating back to 1783. It was then when the symbol of white eagle wings, Poland's coat of arms, became an emblem of the White Eagle Legions, the heroic group of freedom fighters led by General Kosciuszko in the American War of Independence. As history and legend attest, this was the perfect occasion to produce and serve a very special vodka. However, this special reserve recipe was lost in time and secrecy. Thanks to the persistent research and intensive efforts of our master distillers, we managed to trace and revive this centuries old secret formula. A recipe that was once an exclusive privilege is now ready to please the palate of all who recognise and appreciate a superior vodka.

The finest raw materials, modern technology and contemporary aesthetic design produce an impeccable blend: **FASHION VODKA Luxury Collection**, a successful balance of history and legend, mystique and magic, style and sophistication.



# A perfect *balance* of STYLE & SUBSTANCE

Apart from the overall aesthetics, the secret of luxury status lies in the nature of the product itself; the spirit within. A luxurious product combines elegant design with top quality craftsmanship; something that cannot be easily replicated by other brands. This is how FASHION VODKA *Luxury Collection* fascinates and satisfies the *bona fide* vodka enthusiast.

The production process of FASHION VODKA *Luxury Collection* begins with carefully selected premium raw materials. Quality grains in a distinct blend are finely mashed and fermented, preparing them for a highly controlled and dedicated quadruple distillation process that results in a clear, odourless, deluxe grade spirit. 'Live' water that is treated to get rid of the tiniest impurities is added, before the mixture goes through our exclusive "Slow-flow Ultra-filtration", a lengthy, precise and meticulously controlled system which ensures a well balanced super premium vodka of unique character.

FASHION VODKA

FASHION VODKA *Luxury Collection*





# TASTING

*notes*

## *A perfect balance of* STYLE & SUBSTANCE

But it is the next step in the production process that defines the distinction of **FASHION VODKA Luxury Collection**; the vodka is matured for several weeks, allowing its smoothness and subtle qualities to fully develop before bottling. This is precisely what sets our brand apart and gives each bottle of **FASHION VODKA Luxury Collection** its remarkable character, rare qualities and a smooth, pure taste, to provide a simply incomparable drinking experience... The Essence of Fashion!

### AROMA

GENTLY EXCITING, EXTREMELY SMOOTH,  
CLEAN AND ENGAGING

### FLAVOUR

MILD AND REMARKABLY SILKY. SOPHISTICATED ON THE PALATE,  
SMOOTH AND EXTRAORDINARY. DELICATE TEXTURE AND  
SOFT LONG-LASTING FINISH. SIMPLY UNIQUE

### COLOUR

PERFECTLY LUCID AND CRYSTAL CLEAR



# SUPREMACY

*in every bottle*

FASHION VODKA **Luxury Collection** is presented in a bottle that is designed to reflect the features of its content: distinctive style in every detail, with glamour and elegance expressed in exquisite printing techniques resembling fine embroidery adorned with glittering crystals on luxury fabrics.

The logo itself integrates the established f diamond – the fashiontv trademark – with white eagle wings. The f diamond illustrates the clarity that fashiontv offers its viewers around the globe when showcasing the glamorous world of fashion. The white eagle wings symbolise power, victory, energy and kingship. The coexistence of these two elements stands for freedom and supremacy, purity and glamour, strength and elegance, independence and nobility – all attributes deeply embodied in the character of FASHION VODKA **Luxury Collection**

The result is the image of a confident brand that communicates exclusivity and quality beyond competition.

FASHION VODKA

FASHION VODKA **Luxury Collection**



A vodka so meticulously designed inevitably addresses those who are focused on image and style, and who care to show it. Affluent consumers appreciate the extraordinary value and quality and those who seek a drink that matches their fashionable, sociable, cosmopolitan and glamorous lifestyle are prepared to pay a modest price premium. This applies to those who appreciate the finer things in life and who want to differentiate themselves and express their personality through the brands they choose.

# FASHION AWARENESS

# IN A DRINK

As Michel Adam says: "Models, Tycoons, Celebrities ..  
Enjoy my vodka fashionably and responsibly".

# A

**Objective :**

To differentiate itself from the competition and become one of the most influential players and the brand of choice in the super premium vodka category.

**Competitive environment :**

Super premium vodkas such as Grey Goose, Belvedere, Chopin and other super premium spirits.

**Target consumer :**

Those who are fashionable, sociable, cosmopolitan and are looking for the 'flavour' of their glamorous lifestyle; brand conscious consumers who recognise quality and appreciate the finer things in life.

# BRAND

# DESIRABLE

**Functional advantages:** The product is derived from only the highest quality raw "rest". It is distilled four times, then filtered through our "Slow-flow Ultra-filtration" process and allowed to mature for several weeks before bottling. The result is a well-balanced, super premium vodka with delicate texture, smooth clean taste and overall unique character.

**Emotional advantages:** The product incorporates the attributes and core values of FashionTV (FTV™), the largest fashion medium in the world, and a name synonymous with fashion, glamour, sophistication, beauty and luxury. It revives a closely guarded, secret recipe dating back to 1783.

**SLOGAN: THE ESSENCE OF FASHION**

**Brand values:** Glam, fashionable, chic, social, modern, stylish, trendy, cosmopolitan, prestigious, pure, sensual, and fun.

**Brand personality:** Confident, positive, reassuring, distinctive, luxurious, inspiring, superior.

**Reason to believe:** It offers a perfect balance of style and substance. Inspires with its fashionable elegance but excites with its incomparable quality and taste credentials.

**Differentiator:** Only FASHION VODKA **Luxury Collection** with its superior taste, pedigree and confidence can guarantee its cosmopolitan consumer an added dimension of status and prestige.



*A rare vodka positioned to*  
**PLEASE**

is ideally positioned to compete in the super premium segment. Though ranking at the high end of this segment, it is reasonably priced to afford the most pleasure at the best price. Respect for the end consumer and a determination to safeguard the brand's high quality perception are the two main pillars of FASHION VODKA *Luxury Collection's* price positioning.

FASHION VODKA

FASHION VODKA *Luxury Collection*



PRESENTATION *for*  
**EVERY**  
**OCCASION**

10cl

50cl

70cl

75cl

100cl

150cl

175cl

300cl

FASHION VODKA **Luxury Collection**  
is available in various sizes to suit all  
outlets and every occasion.







*“Luxury is beauty and modernity,  
but above all, emotion and truth.  
A moment of joy.”*

## *The DIFFERENCE is clear*

FASHION VODKA **Luxury Collection** is the ‘The Essence of Fashion’.  
FASHION VODKA **Luxury Collection** is a perfect balance of style and substance.  
FASHION VODKA **Luxury Collection** is matured for several weeks, allowing its smoothness and subtle qualities to come to life before bottling.  
FASHION VODKA **Luxury Collection** is the result of the revival of an old secret recipe filtered through centuries of intangible heritage.  
FASHION VODKA **Luxury Collection** is based on a “Slow-flow Ultra-filtration” system which ensures a well balanced super premium vodka of unique character.  
FASHION VODKA **Luxury Collection** is designed to satisfy those who are looking for exceptional style, fine detail, glamour and elegance.  
FASHION VODKA **Luxury Collection** has the pedigree of FTV – synonymous with fashion, glamour, sophistication, beauty and luxury.  
FASHION VODKA **Luxury Collection** projects the image of a confident brand which communicates exclusivity and quality in a class above the competition.  
FASHION VODKA **Luxury Collection** is a brand of supreme quality which guarantees its cosmopolitan consumer an added dimension of prestige.  
FASHION VODKA **Luxury Collection** is the drink of choice for those who appreciate the finer things in life.  
FASHION VODKA **Luxury Collection** is intended for those who are fashionable, sociable, cosmopolitan and are looking for a drink that matches their glamorous lifestyle.  
FASHION VODKA **Luxury Collection** is a remarkable vodka at a fair super premium price.  
FASHION VODKA **Luxury Collection** is a brand that enjoys the full support of FTV™.





# DUTY *free*

Our FASHION VODKA **Luxury Collection** has been listed in Dubai Duty Free in November 2015. This was a result of our outstanding and eye-catching packing with the Crystal Stickers, the good price offer to consumers which is similar to the price of other super premium brands (\$51.00 for the 1.0 Liter) and of course, of the high quality of our FASHION VODKA **Luxury Collection**.

Our FASHION VODKA initially has been available in shops in Terminal A, CB West, CA East, CA West, T3 Arrivals and it is expected to get listed at the new concourse D when it will open during the 1st quarter of 2016.

As we all understand this is a major breakthrough which enhances our status as an international brand. Our rapid growth and activation of new markets is due to our brand's clear and distinctive "**Fashion and Luxury**" positioning and due to the supreme quality and refined taste which are highly appreciated by the consumers.

Below please find the links to the Press Release prepared by Fashion TV Paris office and the link to DFNI regarding Fashion Vodka Luxury Collection listing in DDF.

<http://ftv.com/vodka-dubai>

<http://www.dfnionline.com/latest-news/retail/fashion-vodka-luxury-collection-listed-dubai-07-01-2016/>

We are working directly with DF operators and through our distributors to add FASHION VODKA Luxury Collection in various airports in various airports in Sub-Indian continent, the Middle East and Gulf and in CIS region.

FASHION VODKA **Luxury Collection**



# AWARDS



Apart from the overall aesthetics, the secret of luxury status lies in the nature of the product itself; the spirit within. A luxurious product combines elegant design with top quality craftsmanship; something that cannot be easily replicated by other brands. This is how **FASHION VODKA Luxury Collection** fascinates and satisfies any bona fide vodka enthusiast.

The production process of **FASHION VODKA Luxury Collection** begins with carefully selected premium raw materials. Quality grains in a distinct blend are finely mashed and fermented, preparing them for a highly controlled and dedicated quadruple distillation process that results in a clear, odorless, deluxe grade spirit. 'Live' water that is treated to get rid of the tiniest impurities is added, before the mixture goes through our exclusive "Slow-flow Ultra-filtration", a lengthy, precise and meticulously controlled system which ensures a well-balanced super premium vodka of unique character.



ENJOY FASHIONABLY AND RESPONSIBLY

THE *essence*  
OF FASHION

Due to its unique characteristics and unparalleled quality, **FASHION VODKA Luxury Collection** received numerous awards for its packaging and quality. The most important are:



**Gold Medal Award** at the San Francisco World Spirits Awards in 2014



**Best Ultra-Premium Design** award from World Vodka Awards in 2015  
(<http://www.worldvodkaawards.com/design/2015/ultra-premium.59903.html>)



**Platinum Medal & 96 points** from the Beverage Tastings Institute of Chicago  
([http://www.tastings.com/scout\\_spirits.lasso?id=211300](http://www.tastings.com/scout_spirits.lasso?id=211300))



# *Participation in* EXHIBITIONS





# FACEBOOK *Postings &* *links from* FASHION PARTIES

[https://www.youtube.com/watch?v=\\_Ynjoeg-WKk](https://www.youtube.com/watch?v=_Ynjoeg-WKk)  
[https://www.youtube.com/watch?v=7a\\_V3-7aTgA](https://www.youtube.com/watch?v=7a_V3-7aTgA)  
<https://www.facebook.com/fashionbeverages/videos>





FASHION VODKA Party Collection

## *Extending the pleasure...*

Faithful to Michel Adam's vision of making FASHION VODKA accessible to a broader consumer segment, a premium version was also produced: **the Party Collection**. A vodka ranking at the top in its category, it is produced from selected fine Polish grains to deliver a noble, special-tasting mixture. Distilled four times and mixed with the purest, treated by reverse osmosis water, the FASHION VODKA **Party Collection** is filter through a series of carbon micro-filters before bottling. This ensures pure vodka of unique character and a soft, harmonious, well-rounded taste.

Designed to mirror the signature features of the FASHION VODKA family, FASHION VODKA **Party Collection** follows the principles of purity, clarity and simplicity with a design that successfully represents style and confidence. The extended use of gold colour in the overall product presentation makes the design more unified, conveys an extravagant mood and a reflection of high quality, as the spirit within.

FASHION VODKA Party Collection





# *Enjoy fashionably and responsibly*

FASHION VODKA Party Collection is for those who seek a fashionable lifestyle, are stylish, sociable, enjoy partying at home or in bars and clubs, work and play hard. For those whose sense of style and aesthetic sets them apart from the crowd; young, sharp, metropolitan, cultured. FASHION VODKA Party Collection is enjoyed fashionably and responsibly.

## TASTING NOTES

**AROMA:** LIGHT, FRESH & SUBTLE

**TASTE:** SMOOTH AND DELICATE. THE ENTRY IS BRIGHT AND AIRY AND FINISHES QUITE RICH AND HARMONIOUS

**COLOUR:** COMPLETELY CRYSTAL CLEAR



**THE FASHION VODKA RANGE** *is marked by a well balanced superior quality that ensures a simply unique drinking experience*



**FACTOR**

**BRIEF EXPLANATION**

**QUALITY INGREDIENTS**

Vodka's chief components in themselves are actually very simple: grain and water. The quality and careful selection of these components defines the outcome.

**DISTILLATION**

The aim is to remove all traces of impurities in order to obtain the cleanest flavour possible.

**FILTRATION**

The distillation and rectification of the spirit is followed by a meticulous filtration process in order to achieve the complete neutrality of our Vodka brands.

**QUALITY CHARACTERISTICS**

Aroma:

Taste:

Colour:

**CATEGORY**

**PRICE SEGMENT**

Suggested US R.S.P.

**FASHION VODKA** *Luxury Collection*

A distinct blend of Polish soft winter grains.

A special water mixture is treated by reverse osmosis to achieve the required balance.

A slow, labour intensive and expensive distillation method using pot stills and still columns in balanced proportions, is used for the production of the raw spirit. This is followed by a quadruple distillation method through continuous still columns. The resulting spirit has a very special flavour and unique character.

**Stage 1:** Triple filtration at a controlled rate through specially designed carbon filters.

**Stage 2:** Another triple filtration using the exclusive "slow-flow-ultrafiltration", which is a lengthy, precise and meticulously controlled system. At this precise point, the Luxury Collection reaches its perfect balance of taste and aroma.

The vodka is then poured into a non-insulated tank to "rest" allowing its smoothness and subtle qualities to fully develop before bottling.

Gently exciting; extremely smooth, clean and engaging.

Mild and remarkably silky, sophisticated on the palate, smooth and extraordinary. Delicate texture and soft long-lasting finish. Simply unique.

Perfectly lucid and crystal clear.

Super Premium

\$ 31.99 ( 750ML)

**FASHION VODKA** *Party Collection*

A blend of Polish winter grains.

A special water mixture is treated by reverse osmosis to achieve the required balance.

The raw spirit is quadruple distilled using the method of continuous still columns to produce a characteristic neutral alcohol.

Triple filtration through specially designed carbon filters.

Light, fresh and subtle.

Smooth and delicate. The entry is bright and airy and finishes quite rich and harmonious.

Completely crystal clear.

Premium

\$ 16.99 ( 750ML)





# *Fashion* COCKTAILS

Trendy and versatile as it is, FASHION VODKA is destined to energise the ever-expanding contemporary cocktail culture.





F BEVERAGES LTD

# FASHION BEVERAGES PORTFOLIO



THE  
*essence*  
OF FASHION



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