

Fashion One partners with FUEL TV to embrace urban culture



New York, Oct 12, 2018 ([IssueWire.com](http://www.issuewire.com)) - Fashion One LLC, the world's premier entertainment and lifestyle television network, today announces a strategic partnership with the action sports and lifestyle channel FUEL TV.

The partnership is a unique merging of thematic fashion and active lifestyle sports broadcasters and programme makers with the shared desire to engage global audiences in innovative, diverse content.

Under the terms of the agreement, there will be a cross-flow of creative content development from the offices of Fashion One Group in New York and FUEL TV's headquarters in Portugal.

FUEL TV is the only exclusive channel dedicated to action sports and its lifestyle, music, and art. Its programming focuses on the culture and lifestyle of skateboarding, snowboarding, surfing, BMX, motocross, and wakeboarding.

The global home of action sports content including Emmy Award-winning shows, FUEL TV reaches 18 million homes in 97 countries on Pay TV, and to a potential audience of 500 million in China. FUEL TV specializes in the original production and live event coverage.

Commenting on the agreement, Ali Gursoy, Fashion One Group Chief Executive Officer, said: "The partnership between Fashion One Group and FUEL TV is very much a strategic alliance. Not only will it enable us to broaden our content offer to embrace urban culture but the partnership also strengthens our presence in Europe.

"I have long been a fan of the type of dynamic content produced by FUEL TV. They tap into a demographic which is much sought after by the fashion industry. We are delighted to be joining forces with the talented FUEL TV team.

"This collaboration is a key component of the global growth of Fashion One which has seen new partnership agreements in Western Europe, Russia, Africa, and Asia over the past 12 months."

Fernando Figueiredo, President, and CEO, FUEL TV, added: "We are very happy to partner with the world's foremost fashion network. We are delighted to bring our unique brand of action/lifestyle content to Fashion One audiences.

"Both brands share a common desire to expand their exposure, taking the lead in the industry for the younger audience and most importantly, having fun in the process."

The partnership with FUEL TV continues the global expansion plans for the Fashion One Group in North America, Eastern Europe, Africa, and Asia as it consolidates its position as the undisputed number one International fashion and lifestyle network.

About Fashion One LLC.

Fashion One operates a global lifestyle and entertainment TV network offering a comprehensive coverage of inspirational fashion. Fashion One audiences can access the latest updates through high-

quality original programs, reality shows, documentaries, travelogues, entertainment news, and lifestyle magazines.

Fashion One's programming is divided into two categories: core programming and original programming. The core programming primarily consists of content which is provided by external parties, while the original programming is produced by the network itself.

The network is a subsidiary of Bigfoot Entertainment launched in 2010. For more information, please visit www.fashionone.com

Subscribe to Fashion One's Youtube channel: <http://www.fashionone.com/subscribe>

Follow us on Facebook: <https://www.facebook.com/fashionone>

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About FUEL TV

Founded in 2003, FUEL TV is the home of action sport. A global leader in media experiences that capture, share and inspire action sports and youth culture.

FUEL TV EMEA, SA was founded on June 26th of 2008 after Fluid Youth Culture bought the channel to FOX. The channel is in 97 countries throughout Europe, Middle East, Africa, Asia, North America , nd the Caribbean.

The channel broadcast live action from the World Championship Tour of Surfing in 2011 and from X Games in 2013.

Please visit: <https://fuel.tv/>

Twitter: <https://twitter.com/fueltv>

Instagram: <https://www.instagram.com/fuel.tv/>

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