



Hair: Mastered

Accelerator
2018 syllabus

Join the new breed

Over the last two years, we've worked with some of the most respected experts in the fashion industry and over 3,000 creative professionals from over 90 different countries.

In that time, one theme kept coming up. The industry is changing. There are new ways to create and to get noticed. There are new rules to getting work. There are new fashion capitals emerging. The change is constant and it's getting faster.

Only a certain type of creative thrives in this new world. They're relentless, resilient and massively collaborative. They work hard to develop their mindset and collaborative skills, not just their technical ones. They're polymaths, entrepreneurs and they won't let anything hold them back.

We've developed this 10-month accelerator to help you become this new breed of creative – and claim your place in the industry of the future. Take a look at what the 10 months could hold for you.



Perri Lewis

Co-founder and programming director



“When the program ended, I signed a contract with a huge agency. They’re really impressed with my recent work, including the projects I created as part of Mastered. They told me I have the strength to go for something bigger.”

Mel Goldman, Hair: Mastered

Hair by Mel Goldman





Your accelerator experience

Hair by Tommy Albert Stayton

The accelerator follows your individual career journey

We help you set and ultimately reach your personal goals. Here's how:

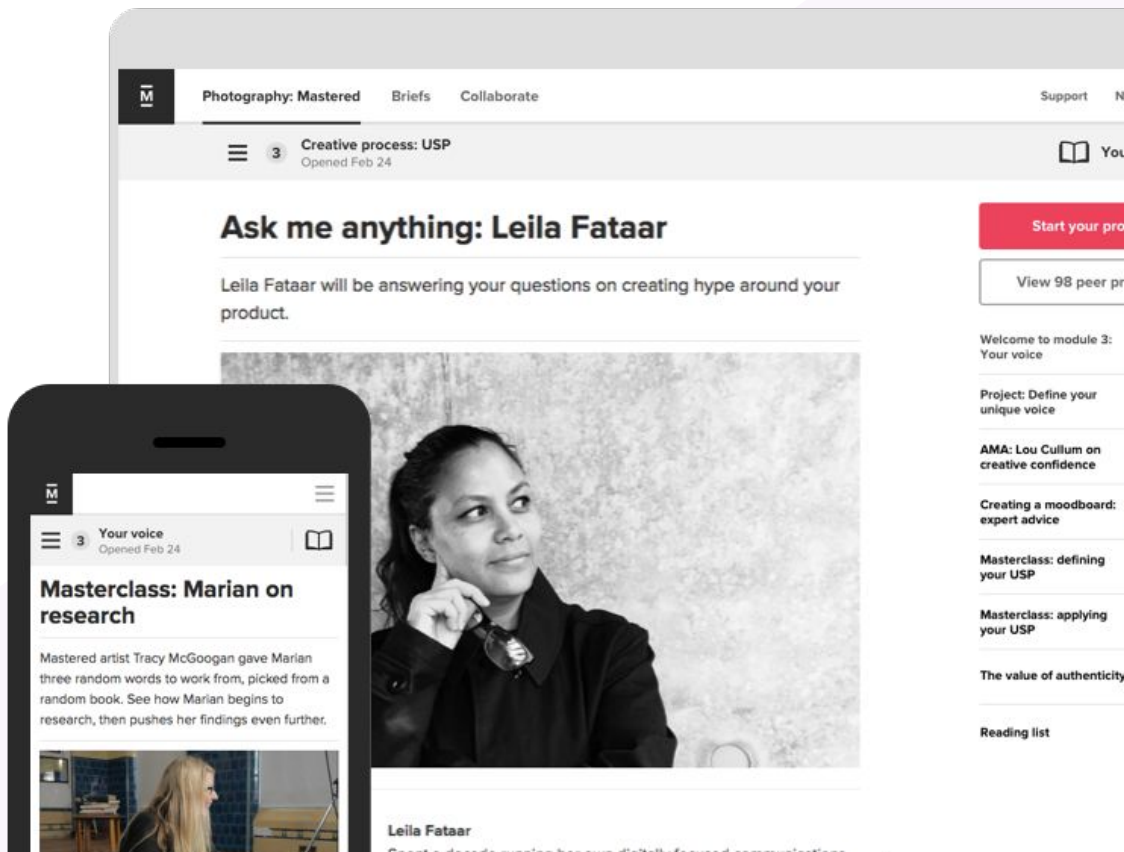


LEARN BY DOING

Hear from industry experts, and put your questions to them

Your accelerator is released in modules over the course of the year. In each module you'll hear from experts, ask them questions, and use their insight to do a project.

- You'll hear from industry experts via video masterclasses, demos and case studies.
- You'll put questions to these experts in regular Q&A sessions. Your question is guaranteed to be answered.
- The videos and Q&As help you complete a practical project in each module.



Some of the video and Q&A experts our 2017 intake are hearing from



The world's foremost session stylist, **Guido**, has been sharing what it takes to work with designers, editors, photographers, stylists and other collaborators to create your very best, most exciting work.



Supermodel **Coco Rocha** has been talking about how to work with models and a wider collaborative team to achieve the very best results.



As beauty director of ELLE, **Sophie Beresiner** has been talking about how to take trends from the runway and turn them into work that's right for you and your personal brand.



Session stylist **Gary Gill** has been talking about how to hone your own personal brand and use it as a decision-making tool to get more of the kind of work you want, for the clients you dream of.



Beauty director **Cassie Steer**, most recently at InStyle, has been revealing how to get spotted and get featured in the press.



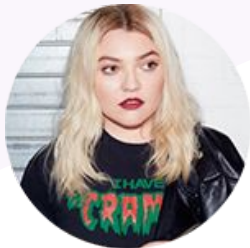
Arden Fanning, contributing beauty editor to Vogue.com, will talk about trends and how to build relationships with the press.



Session stylist **Harry Josh** has been revealing the secrets behind working with celebrities and building a career in the in-demand world of red carpet styling.



As bookings editor for Harper's Bazaar UK, **Megan McCluskie** has been sharing what high-end fashion titles look for when casting hairstylists for shoots.



Jade Taylor, beauty editor for Nylon magazine, has been talking about developing and honing your own personal brand and staying true to your own identity with your editorial work.



Premier Hair and Makeup, one of the UK's leading talent agencies, has been talking about getting agency representation as well as providing advice for getting assisting work.



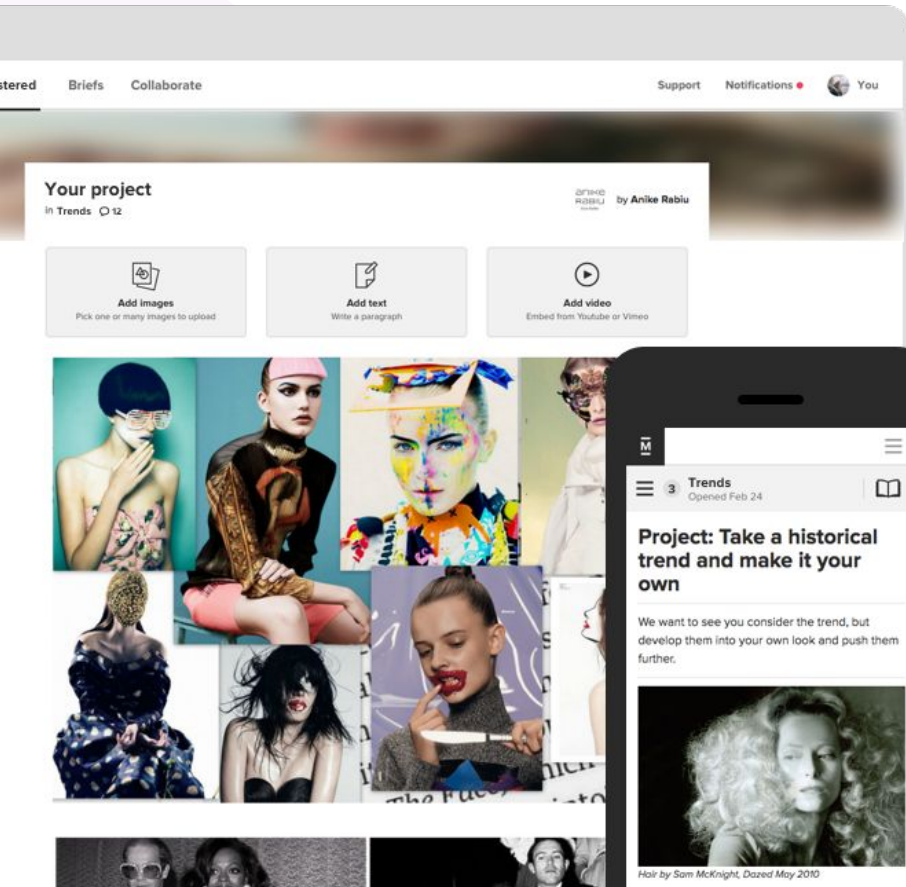
Kathy Phillips, international beauty director for Condé Nast Asia, has been sharing her insight on how to build a lasting, future-proof career in editorial work.

LEARN BY DOING

Complete practical, relevant projects

Each module is project-led. You'll be set a practical task related to the module's theme, which will also support your real-world work and career. You'll get personal expert feedback on these projects.

- Projects are specifically designed to fit around your existing commitments.
- You upload text, images and videos into your project on the platform. You can check in on your peers' projects and give them feedback.
- All the materials in the module will support you in doing your project. Deadline dates for feedback has been clearly communicated.
- You'll get guidance and advice from the Hair: Mastered accelerator team to make sure you're on track with your projects.

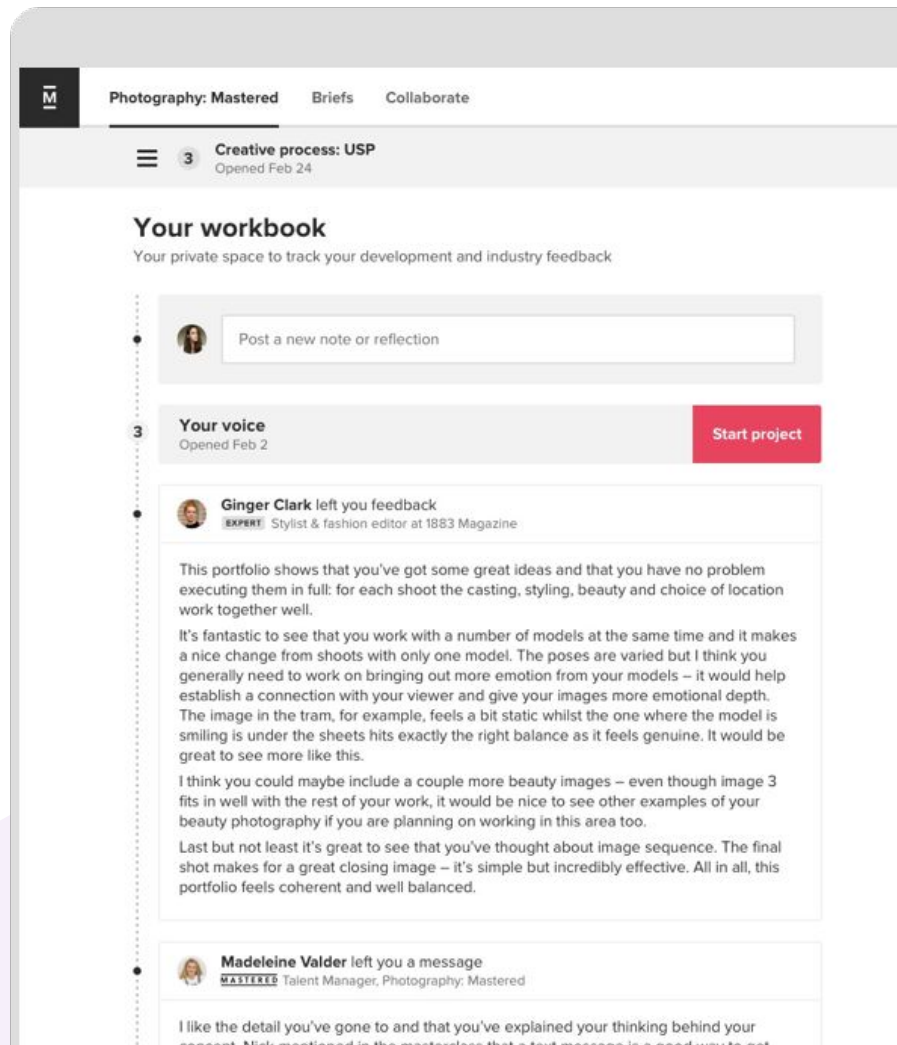


LEARN BY DOING

Get written project feedback from industry insiders

You'll receive private written feedback on your projects as each phase of work draws to a close.

- Feedback experts look at the projects you've completed in each module, as well your as overall progression, goals and wider body of work.
- Feedback is received in your private workbook area. It is an honest and insightful critique into the work you've done
- Your talent manager, Mastered coaches, and supportive content has been on hand to help you unpack your feedback and devise an action plan.
- Feedback experts for previous Mastered programs have included magazine editors, agents, brand consultants and artists at the top of their game.





REACH YOUR CAREER GOALS

Get guidance and portfolio reviews in mentoring sessions

At three points during the year you'll receive a private mentoring session from an industry expert.

- The sessions happen over the phone, and last 30 minutes.
- Before the call you have been guided by your talent manager through preparing what you'd like the mentor to see and the questions you'd like to have answered.
- The mentor has extensive experience in the fashion industry and will give detailed, discipline-specific career advice. They will review your portfolio, answer your questions, and provide you with actionable next steps.
- You'll get a solid understanding on the progress you've made, a better understanding of your place in the industry, and whether your work reflects your unique voice.
- Afterwards, your mentor will write a written summary of the call into your private workbook so you can reflect on the things you discussed at any time.

Some of the experts giving individual feedback and mentoring to our 2017 intake



Carole Lawrence

Agent at Bryan Bantry, a New York agency representing leading session stylists including Sam McKnight



Diana Carrelli

Agent and founder, of PM1, Canada's leading agency for hair and makeup artists



Arden Fanning

Freelance beauty editor, contributing to Vogue.com and editing the Vogue Beauty Instagram



Lucy Waite

Agent at Saint Luke, a London agency representing some of the most exciting new and emerging names in session styling



Chelsea Sule

Agent at Wilhelmina; a global talent agency which is increasingly growing its session styling roster



Mynxii White

Beauty editor of Schön! Magazine and agency-represented artist



“Having the opportunity to show my work to key professionals and hear their feedback was priceless. The projects are challenging and the people involved in the course are super-professional. I’m more inspired and confident than I’ve ever been.”

Alena Moiseeva, Mastered alumni

Image: Alena Moiseeva





REACH YOUR CAREER GOALS

Get personal coaching sessions to tackle what's holding you back

If you've been held back by confidence or resilience issues in the highly competitive fashion industry, we will help you overcome them and get the success you deserve.

- You'll have access to an in-house personal development coach throughout the accelerator.
- You'll be able to book one-to-one calls with a coach every two months throughout your accelerator.
- Your coach will discuss specific issues, from creative confidence to procrastination, and anything in between.
- With coaching you'll move forward and reach the goals you set for yourself and your career.

REACH YOUR CAREER GOALS

Record your goals and work towards them

In creating new work and receiving personal feedback and talent support, the accelerator helps you achieve your unique career goals.

- You set goals as your first task on the accelerator. The mentors and coaches will help you refine them. Your goals are recorded in your private workbook.
- Experts, mentors and coaches will have access to your goals so that their feedback is relevant to your personal journey.
- All your feedback and summaries from coach and mentor calls has been stored in your private workbook. You will update it with your own reflections on how you are working towards your career goals.
- Your Mastered talent manager has been within contact at all times to make sure you're staying on track and getting the most from your projects, feedback and collaborations.



“I had career goals and a path planned that I had begun to give up on. It is now sparked and ignited. What I have learned from the videos, the Q&As and the feedback is beyond what I dreamed this opportunity would present me.”

Lavonne Anthony, Mastered alumni



COLLABORATE AND BE SEEN

Collaborate on creative briefs set by industry leaders

You'll collaborate with professionals across the Mastered network on four creative projects.

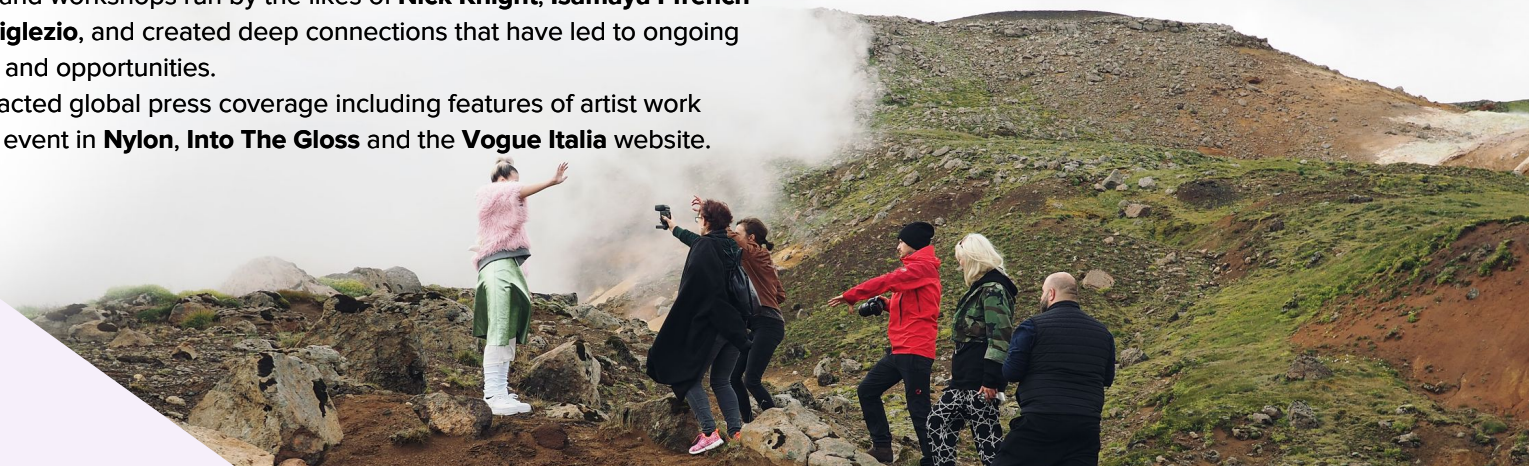
- Four collaborative briefs will be revealed over the course of the year. The first two briefs for 2017 are being set by art director and editor **Fabien Baron** and photography duo **Inez and Vinoodh**.
- You'll use the briefs as a stimulus to form a team, develop an idea and shoot your final response.
- You'll become a better collaborator and have incredible new work to add to your portfolio.
- We'll provide tools to connect you with makeup artists, hair stylists, art directors, photographers, stylists and designers from Mastered accelerators - but you can collaborate with anyone, whether they are part of the Mastered network or not.
- You'll get written feedback on your final response to the brief in your workbook.

COLLABORATE AND BE SEEN

Mastered: Live

We blend online and in-person learning to give you the best of both worlds.

- Included in your accelerator experience is an invite to one of three **Mastered: Live** events happening around the world. Enrollees from our 2017 intake have the choice between events in Europe (Croatia), North America, and Asia.
- Attendance to Mastered: Live is free, you just need to pay for your travel and accommodation - we'll make recommendations on both.
- It's a chance to come together with the Mastered community and be guided by industry mentors through creating incredible images.ative shoot, ever.
- Attendees of 2016's Mastered Live: Iceland collaborated across 22 shoots, took part in panels and workshops run by the likes of **Nick Knight**, **Isamaya Ffrench** and **Mimma Viglezio**, and created deep connections that have led to ongoing collaborations and opportunities.
- The event attracted global press coverage including features of artist work created at the event in **Nylon**, **Into The Gloss** and the **Vogue Italia** website.





“I am grateful to the Mastered team for making this happen. Grateful for all the incredible and talented fellow alumni that were there to share this incredible experience. Grateful for the most amazing fashion experts that dedicated their time to make us feel we were worth it and help us grow in two days. We are all now a part of this truly wonderful community, and let's grow together.”

Djeneba Aduayom, Photography: Mastered

Mastered Live: Iceland collaboration, featured on Vogue.it. Photographer: Djeneba Aduayom

COLLABORATE AND BE SEEN

Put your new skills to work

You'll transform your creative process in your Mastered accelerator and shoot amazing imagery for the collaborative briefs. Then it's time to put it all into action.

- We'll get your best work in front of industry insiders throughout the accelerator and in the end of accelerator showcase.
- The industry comes to our network to hire people. Put yourself forward for opportunities, jobs and press exposure.
- Build your Mastered profile page and continue networking and collaborating in our global alumni community.

Image: Stefania Flex

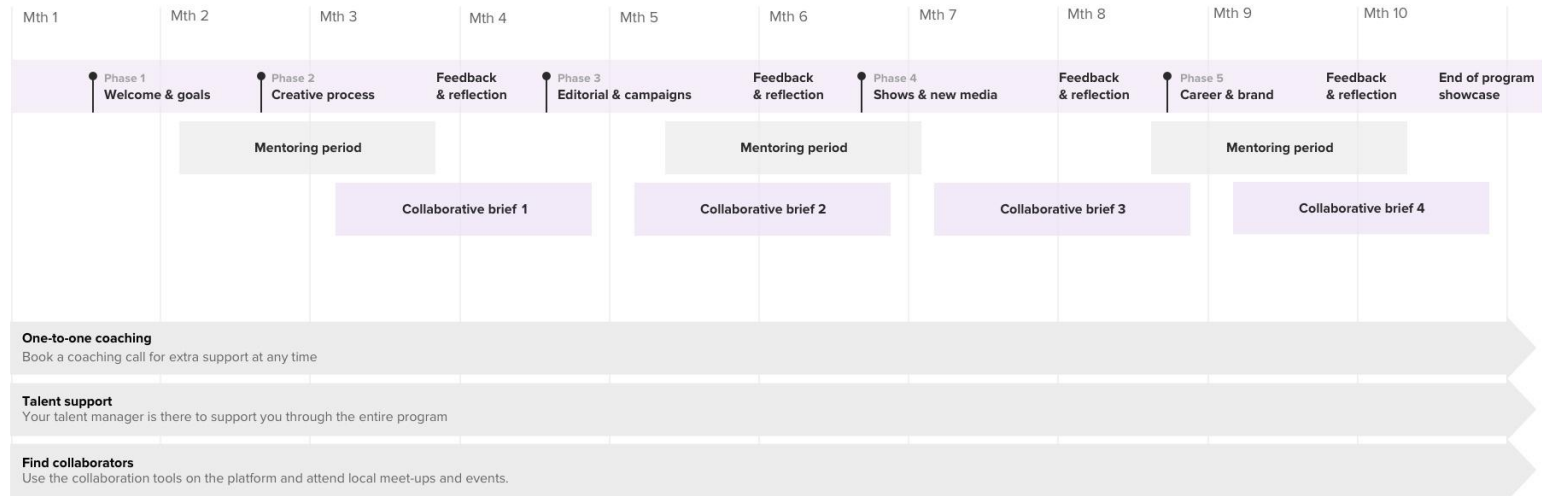




Your year ahead

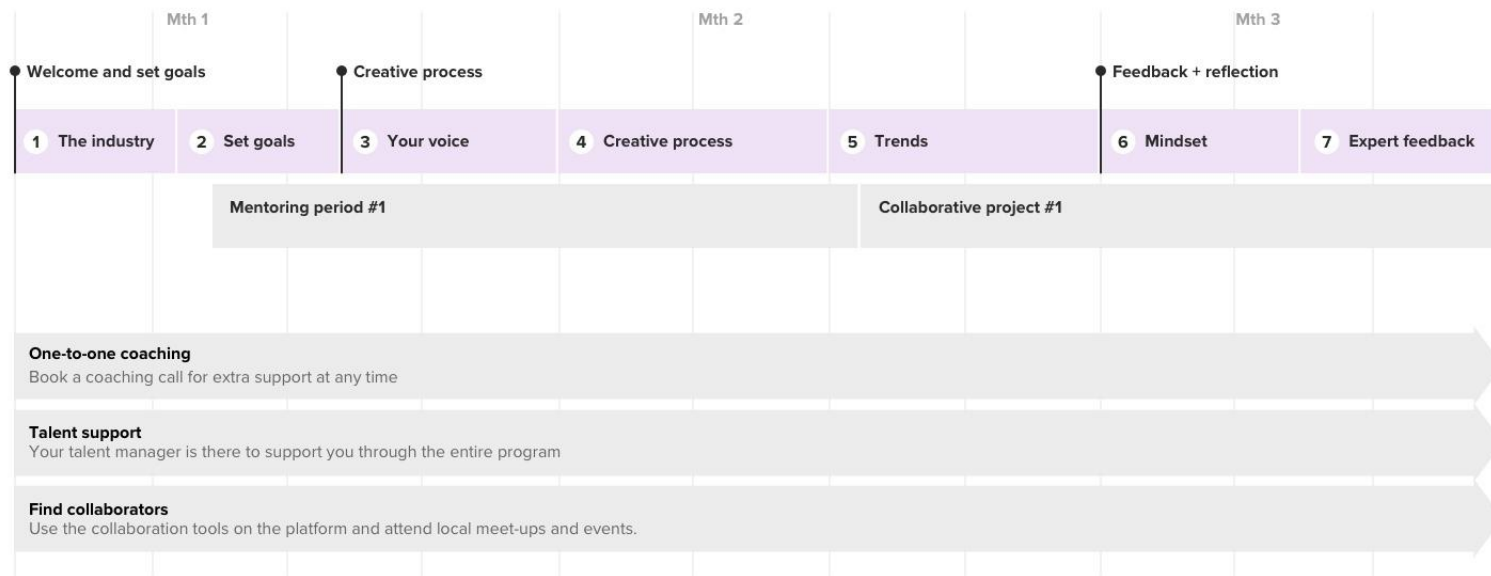
Hair by Ellen Romeijn

Year overview schedule

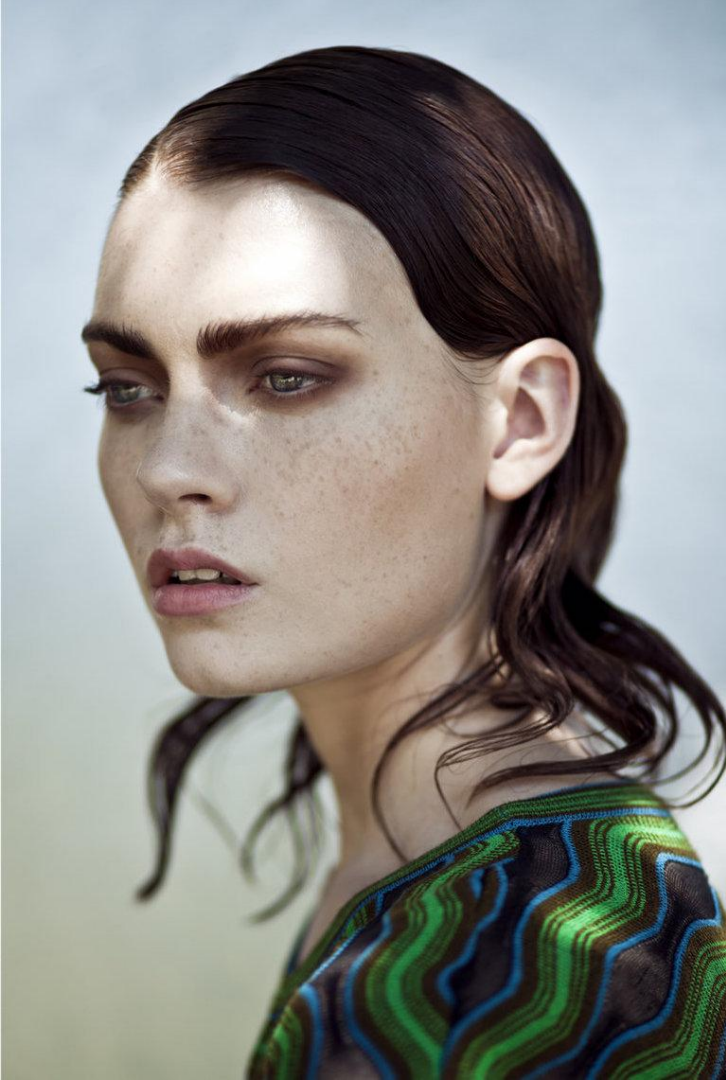


Please note: This schedule is for guideline purposes only and subject to change.
Mastered retain the right to amend the details supplied.

Phase 1 schedule



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Your goals. Your USP. Your career.

The session world is changing and there are more opportunities than ever for hairstylists to get noticed, get booked and grow. That's exciting. But it can also be a tricky landscape to navigate.

During the accelerator you will:

- discover more about the opportunities available to you in today (and tomorrow's) fashion industry and identify the kind of session stylist you want to be
- start to think of yourself as a brand, with a clearly-defined USP to carry you forward. We'll set you up to make the very most of your year, with a deeper understanding of what success looks like for you, personally and professionally, as you find your place as a session stylist in the industry
- set goals for yourself and your career to help you get to where you want to be. You'll explore what makes you unique, and start to define what makes you stand out from the rest

Getting creative. Playing with ideas. Standing out from the crowd

A session stylist booked for great jobs can do more than just great hair

During the accelerator you will:

- look at how you get inspired and how you research in order to identify and refine your unique style. You'll learn new ways to find ideas and think about hair
- discover how to translate your research into real hair looks that will get you noticed and cement your place in the industry
- explore the concepts of storytelling and character building and learn how to use these skills to create stronger, more compelling looks
- think about how you present yourself and your concepts to clients, collaborators and press in a way that's guaranteed to engage and inspire
- uncover the importance of trends and understand how they relate to your work, as well as how to move trends on and identify them yourself

Image: Julia Grossi





Doing your best work in session

The session world covers everything from catwalk to campaigns, fashion editorial to beauty stories, red-carpet looks to music videos and much more. Learn how to thrive in each area, so you'll get noticed

During the accelerator you will:

- understand the session stylist's role in fashion weeks; how to effectively work with designers, stylists and the rest of the team in a show environment, how to translate a brief into a fully-formed look and how to sell the brand's story by remaining true to their DNA
- look at the mechanics of what makes a great magazine editorial
- master decoding a brief and decipher between what clients ask for and what they really need. You'll tackle balancing your own aesthetic with that of the client, and how to maintain relationships with those more tricky customers
- learn how to apply your interpersonal skills so you can negotiate, speak up and confidently do your best work with a creative team
- discover the connections and etiquette involved in creating distinctive looks for high profile clients. You'll hear from glam squads, as well as the agencies that coordinate this type of work and learn how to make it work for you

Presenting yourself online. Standing out on social media. Building a brand

So you've got the skills and attitude it takes to be a session stylist, but how do you get your name out there?

During the accelerator you will:

- learn how you translate your work into a thriving online presence
- learn what makes a strong portfolio and how to get your best work noticed for all the right reasons
- learn how to present your work in the most relevant way for you and your market, curate the correct audience to promote your skills to and think of yourself as a brand that's clearly defined, but constantly evolving to fit within a changing industry

Image credit: Joan Minder





Plotting a route to success. Getting paid for the work you want

It's important to think about how you put everything you've learnt about creative process into practice as a career plan

During the accelerator you will:

- bring all the creative learnings from the previous parts together and add the essential skills needed to turn those skills and goals into a tangible route to success
- consider the role of agents and how to get one, the difference between editorial and commercial work (and getting that balance right), how to choose the 'right' jobs and the pros and cons of assisting
- develop the skills to ask for the pay and recognition you deserve and the confidence to know when to turn things down
- understand the strategies for improvising creatively so you can be empowered to handle uncertainty and continue to produce your best work

In short, you'll be equipped for anything.

Get exposure. Plan for the future

The end of the accelerator is your chance to show your best work to an international lineup of industry experts, critics and potential employers, who has been looking to see your progress and identify future industry stars

At the conclusion of the accelerator you will:

- understand how the work you've done on the accelerator contributes to your future goals and develop an action plan to move your career forwards; both with immediate next steps and longer-term goals for a lifetime of success.
- reflect on your goals, ideas of success, values and motivations and understand how they've changed, how you've progressed and what to do next.
- celebrate you! The work you've produced, and the growth you've achieved in your time on the accelerator

Hair by Attila Kenyeres





“Mastered has changed my working life dramatically. After Val Garland chose me for the ISSA show, I then went on to assist her for Paris Couture, Alice Temperley, Julien Macdonald and Jasper Conran.”

Carla Francesca, Makeup: Mastered

Make 2018 count.

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