

A close-up portrait of a woman with freckles and dramatic red eye makeup. She has her hand near her face, with black-painted fingernails. The background is dark.

# Makeup: Mastered

Accelerator syllabus 2018

# 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



*“Mastered is a game changer. I have magazines contacting me to collaborate, have had my makeup featured on Marie Claire, did NYFW ... I now have an awareness of what it takes to make it in this industry. I found my voice, developed my brand identity and now clients seek me out to do the type of work I enjoy most.”*

Sara Domi, Makeup: Mastered



# Your accelerator experience

Makeup by Amy Richardson

# The accelerator follows your individual career journey

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

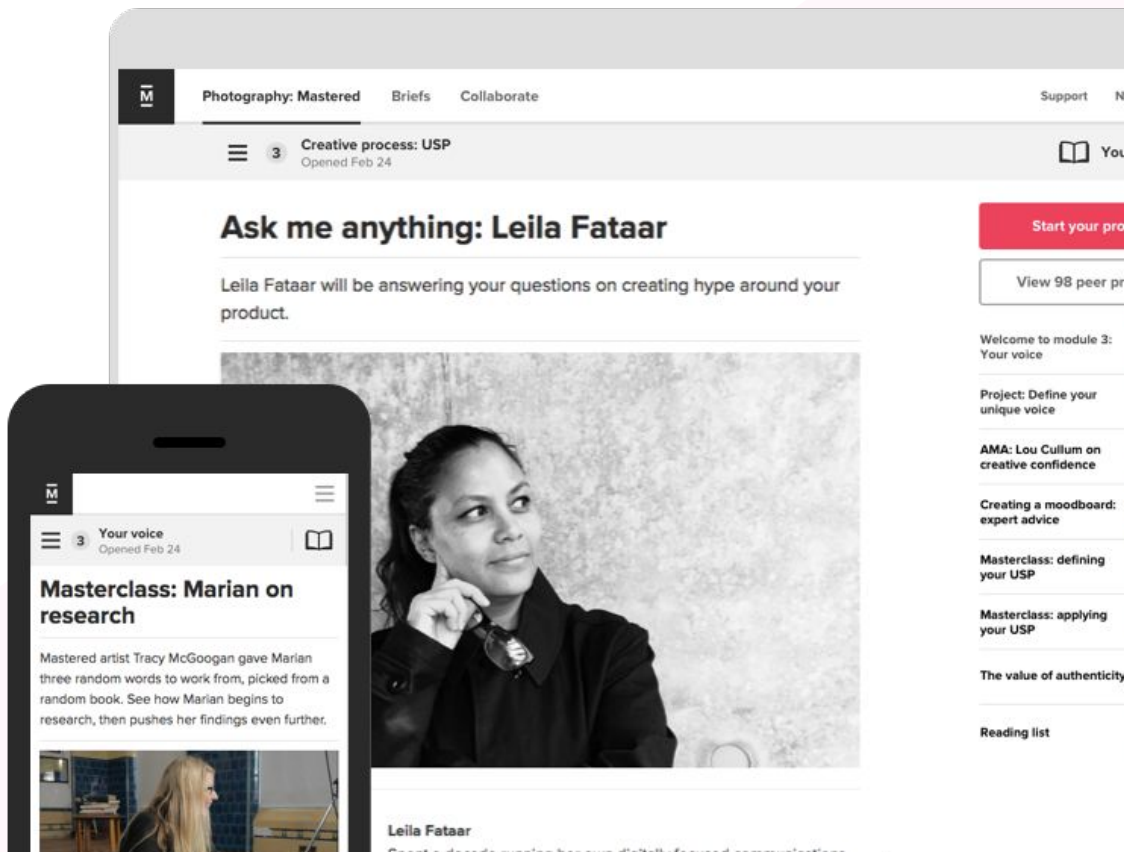


## LEARN BY DOING

# 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 complete 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



World-renowned makeup artist **Alex Box** has been revolutionising the professionals' creative process, helping them create original work that tells a unique story.



One of fashion's most in-demand makeup artists, **Tom Pecheux** has been sharing his insight from 30 years working on shows, editorial and campaigns for the likes of Chanel, YSL, Vogue, Gucci and Balmain.



**Premier Hair and Make-up**, one of the UK's leading talent agencies, have been talking about securing agency representation as well as providing advice for getting assisting work.



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



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



Hollywood's go-to makeup artist **Pati Dubroff** is renowned for allowing inner beauty to shine. She's been sharing her tips on working with high-profile clients and the secrets to the flawlessly natural look that's helped her land an A list clientele.



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



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.



**Mynxii White** is the beauty editor of Schön! magazine and has been talking about finding your voice as an artist and creating editorial that is identifiably 'you'.



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.



**Vittoria Filippi Gabardi**, beauty editor of Vogue Italia, has been sharing the secrets behind the magazine's legendary editorials.



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



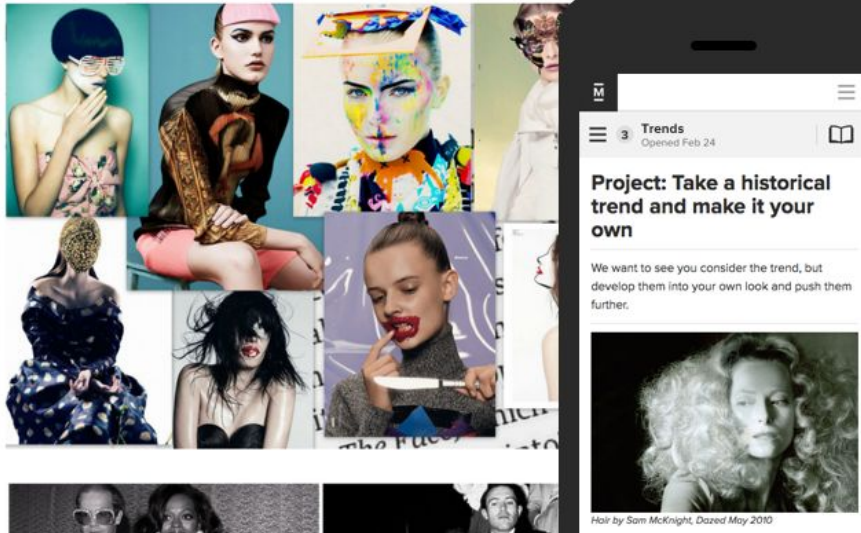
**Vanessa Belleau** is head of consultancy at trend forecasters, WGSN. She has been providing insight into upcoming makeup trends for 2018 and how you can find and work with trends yourself.



**Spencer Spaulding** is the co-founder of Hollywood agency Forward Artists. He's been helping the professionals define their personal brands and reveals how to make it in the world of red-carpet, glam squad makeup.

## Complete practical, relevant 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 Makeup: Mastered program team to make sure you're on track with your projects.

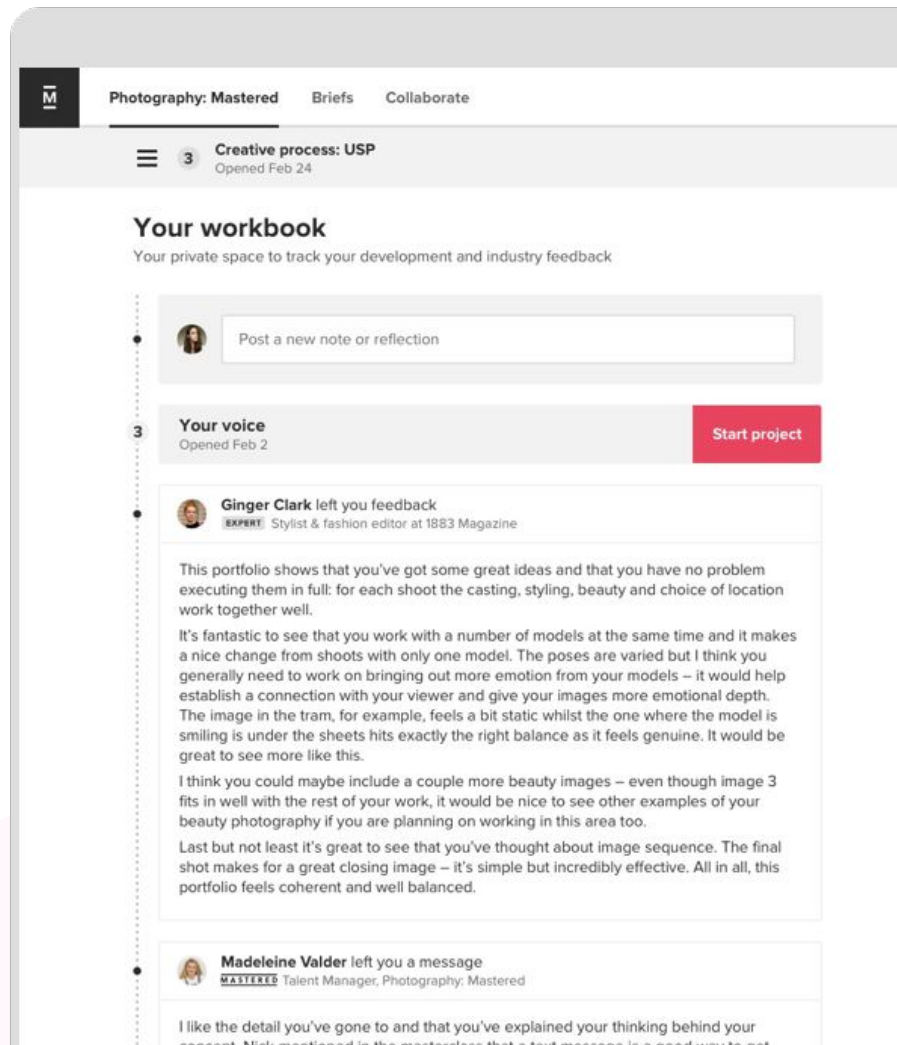


## LEARN BY DOING

# Get written project feedback from industry insiders

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

- Feedback experts look at the projects you've completed in each module, as well as your 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 create a written summary of the call in your private workbook so you can reflect on the things you discussed at any time.

Image: Tania Kezha

## 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



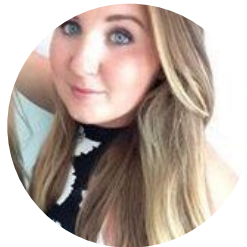
**James Molloy**

Former MAC UK senior artist and Asia Pacific director of makeup artistry; founder of My Kit Co.



**Arden Fanning**

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



**Sorcha Adamson**

Makeup agent at One Represents, a leading London creative talent agency



**Gilbert Soliz**

Global makeup artist for Marc Jacobs Beauty



**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, Makeup: Mastered

Makeup by 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 at any point 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, Makeup: Mastered



## 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.

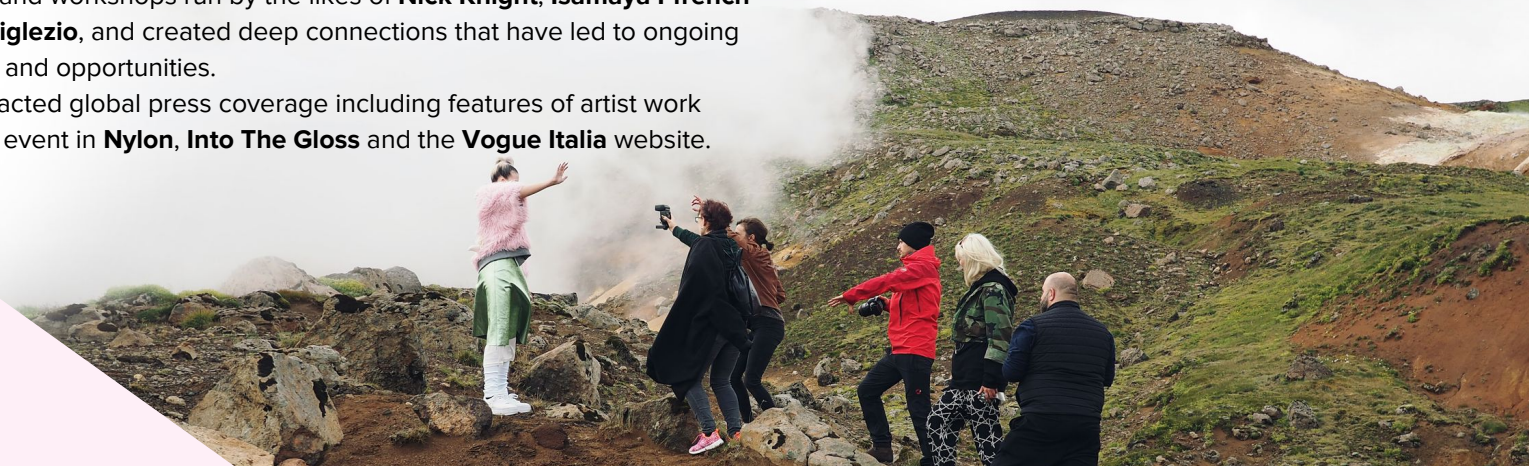
- Four collaborative briefs will be revealed over the course of the year. The first two briefs for 2017 are being set by art director and editor **Fabien Baron** and photography duo **Inez and Vinoodh**.
- You'll use the briefs as a stimulus to form a team, develop an idea and shoot your final response.
- You'll become a better collaborator and have incredible new work to add to your portfolio.
- We'll provide tools to connect you with 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.
- 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.
- You'll build your Mastered profile page and continue networking and collaborating in our global alumni community.

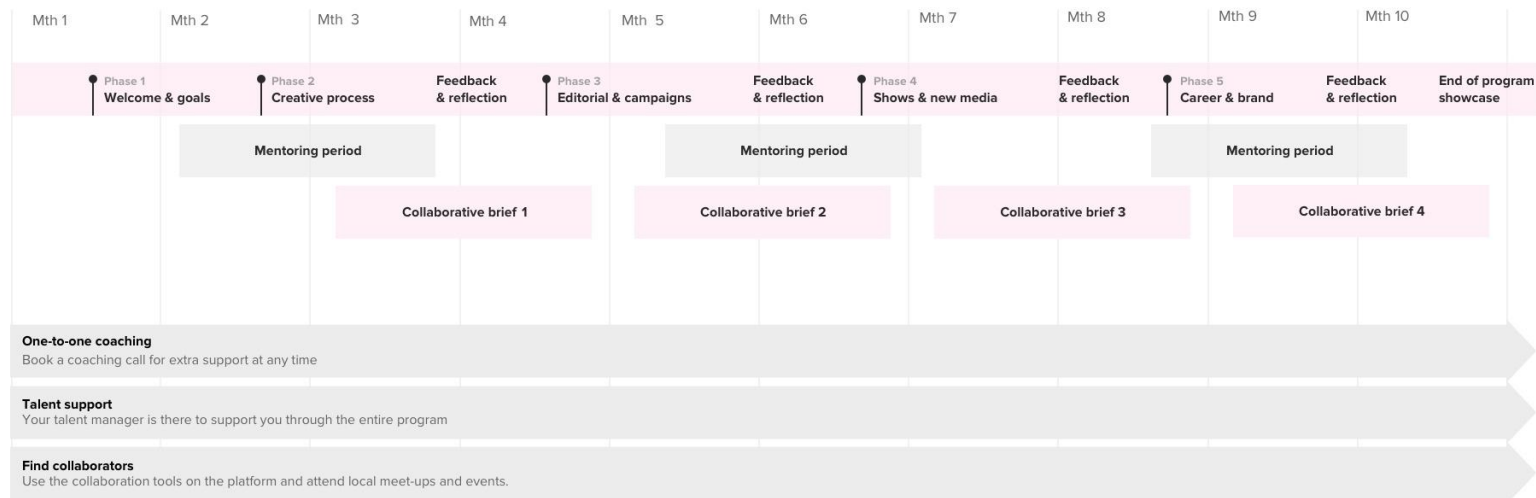
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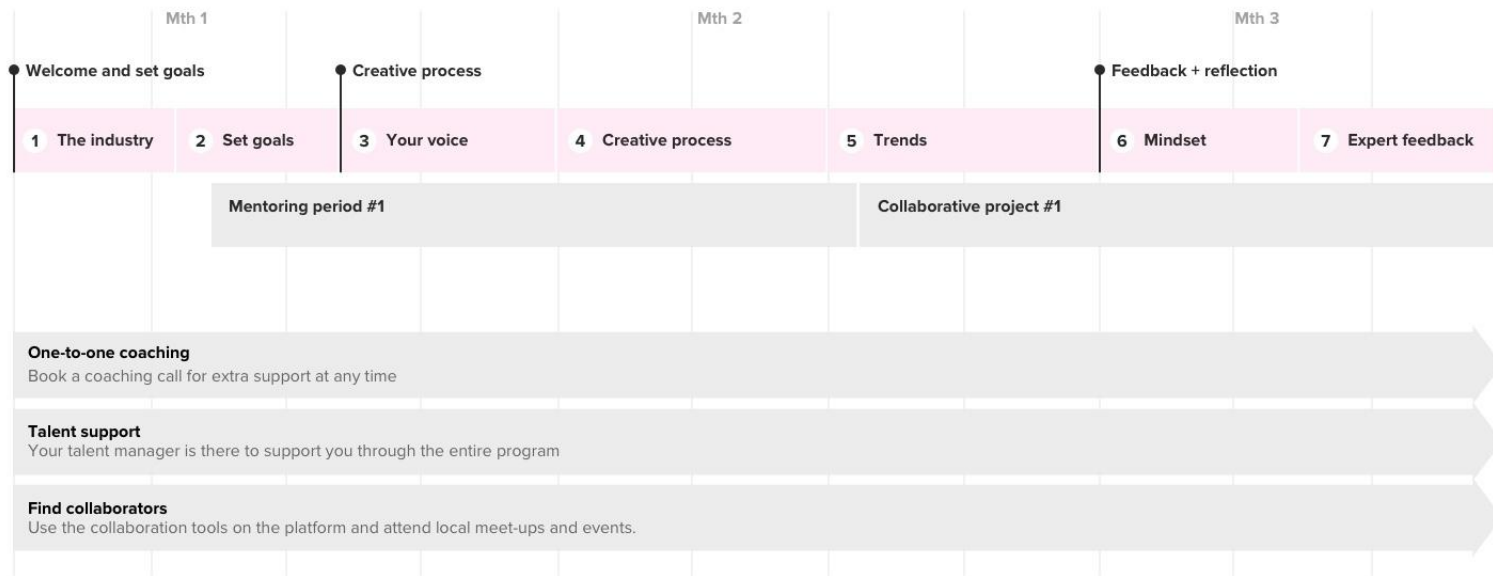
# Your year ahead

# 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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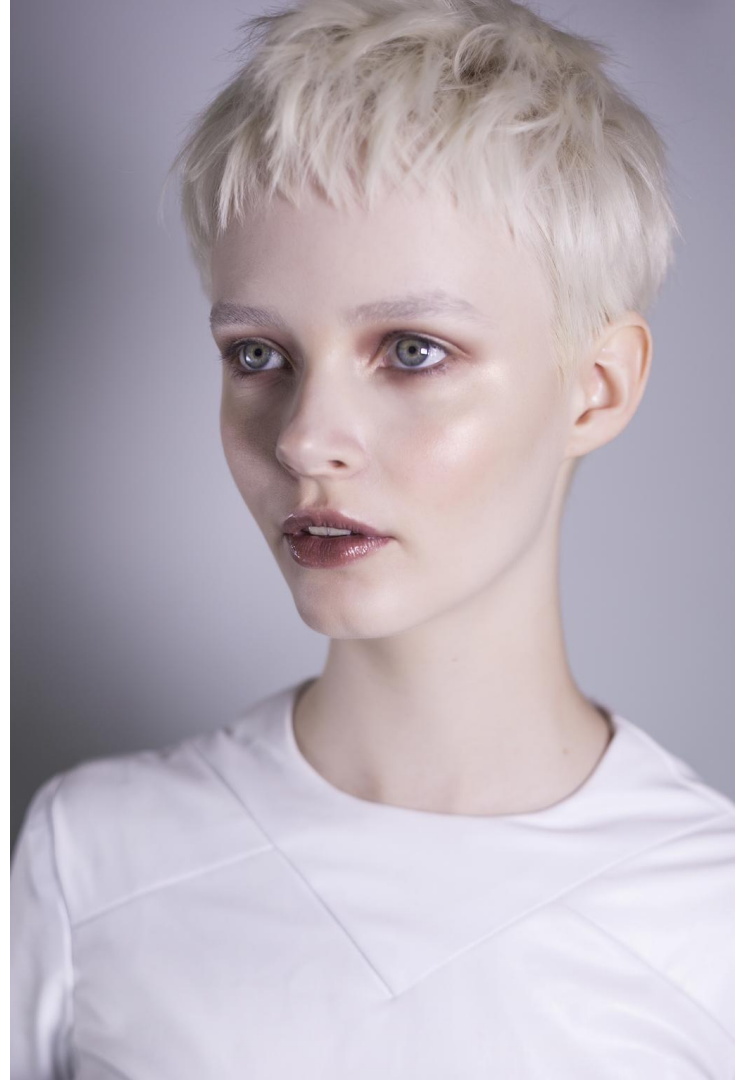
# Your goals and voice

Discovering more about the range of opportunities available in this exciting industry will help you find your niche within it

During the accelerator you will:

- develop your personal brand and identify a clearly-defined unique selling point to help you secure the work you want
- get a deeper understanding of what success looks like for you specifically as you find your place as a makeup artist in the industry
- set goals that will help you get to where you want to be.
- explore what makes you unique, and start to define what makes you stand out from the rest

Makeup by Tee Elliot





## Creative process

An MUA who gets booked for the best jobs needs to do more than just great makeup

During the accelerator you will:

- take a deep dive into your creative process: how to get inspired and how to research, and using your research to refine your unique style and create looks that will get you noticed in the industry
- explore storytelling and character creation. Having a story that you can share with others will help you direct and make decisions on set, and will feed into how you present your concepts to clients and press in a way that's guaranteed to engage and inspire
- dive into how to identify trends and move them on. Understand the difference between copying catwalk looks and making them your own, and learn how brands use trends to influence and sell

# Do your best work

Makeup covers everything from catwalk to campaigns, celebrity to music videos and much more. With our help you'll learn how to thrive in each area, so you'll get noticed and get rebooked

During the accelerator you will:

- understand the makeup artist's role in the global fashion calendar cycle and learn how to work with designers, stylists and the rest of the team in a show environment
- improve your understanding of the makeup artist's role in editorial work – how you fit within the team and how to translate a shoot concept into a makeup look
- decode a commercial client brief step-by-step. Tackle balancing your own aesthetic with that of the client, and how to maintain relationships with more tricky customers
- hear from 'glam squads' and agencies that create distinctive looks for celebrities on and off the red carpet, and how to get this work

Makeup by Marie Thomsen





## Present yourself online

After having defined your next professional steps, we'll look at how you translate your work into an online presence that does you justice and how to get social media working for you

During the accelerator you will:

- Learn what makes a strong portfolio and how to get noticed for all the right reasons
- Look at alternative ways to show your work, including what being a brand ambassador means and how to translate your values, motivations, and ethos into your brand identity
- See how your authentic self and career goals are manifested in your online presence

# Get paid for the work you want

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

During the accelerator you will:

- learn about the role of agents and how to get one
- get insight into the difference between editorial and commercial work (and getting that balance right)
- develop the skills to choose the 'right' jobs, how to make the most of assisting opportunities, and how to ask for what you deserve
- understand the strategies for improvising creatively, so you can handle uncertainty and continue to produce your best work

Makeup by Sharon Casey





## Showcase and exposure

The end of the accelerator is your chance to show all of your 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 for the immediate next steps you can take
- 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! Prepare for the end of accelerator showcase to celebrate the work you've made during the year

# What alumni say

*“This has been the most important part of my career [...] and a place I have felt the most recharged and excited.”*

Deanna Garand, Makeup: Mastered

*“I feel much more confident about what kind of MUA I am and what’s next for me.”*

Valentina Gretsova, Makeup: Mastered

*“Thank you for flicking the switch on my creativity. I’m so inspired.”*

Bernice Dodd, Makeup: Mastered

*“It’s changed me completely. There’s nothing I feel I couldn’t do now. I can easily say that you changed my life.”*

Bina Khan, Makeup: Mastered

Contact us if you’d like to speak to a Mastered alumni about their experience, or read more reviews on the [Makeup: Mastered](#) page

# **Make 2018 count.**

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