



Fashion Styling: 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.

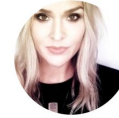
Only a certain type of creative thrives in this new world. They're relentless, resilient and massively collaborative. They work hard to develop their mindset and collaborative skills, not just their technical ones. They're polymaths, entrepreneurs and they won't let anything hold them back.

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, got featured in 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, Mastered alumni



Your accelerator experience

Image credit: Izack Morales

The accelerator follows your individual career journey

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

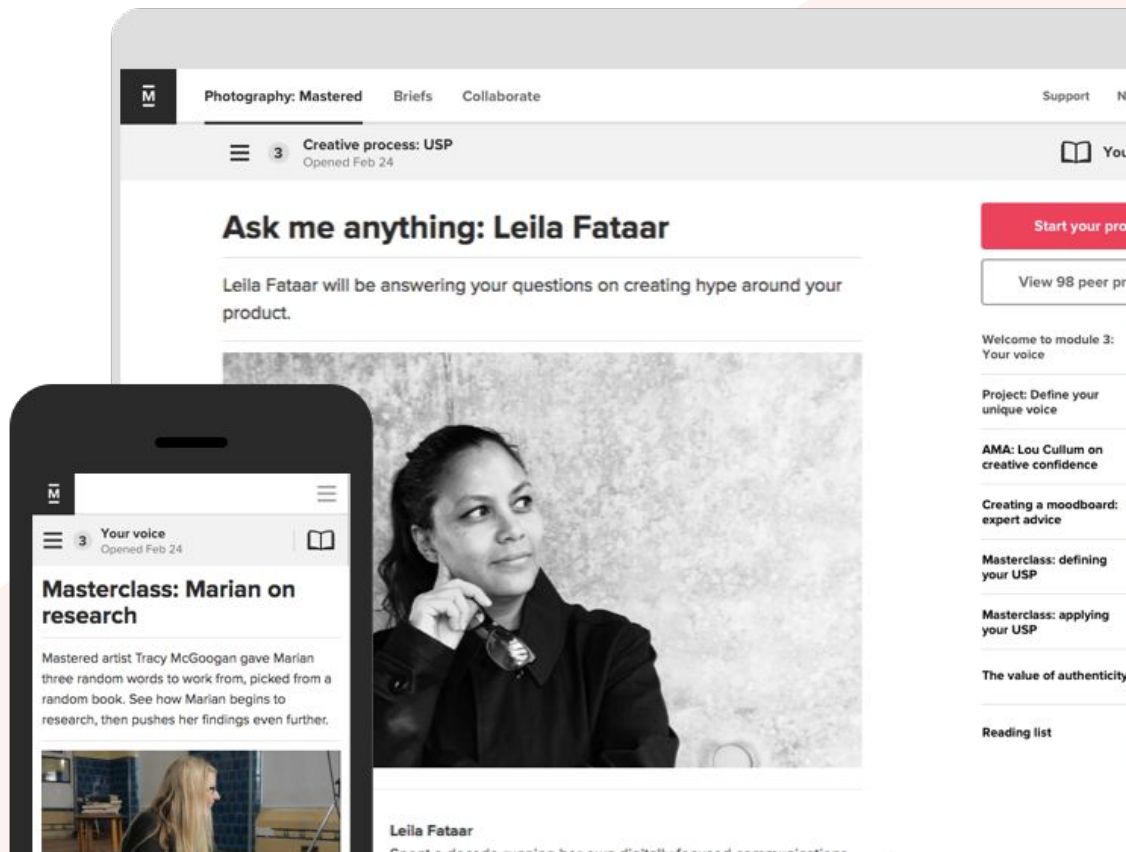


LEARN BY DOING

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



B. Åkerlund styles Beyoncé, Lady Gaga and Madonna, and has been talking about creative process as well as showing examples of her moodboarding techniques.



Andrew Davis specialises in men's styling and has been focussing on the importance of understanding trends.



Rebekah Roy is a creative director and fashion director who has been sharing her knowledge throughout the accelerator, particularly on how to style fashion shows.



The infamous **Judy Blame** has been contributing to different sections of the accelerator, explaining the importance of research and giving an insight into his own unique inspirations.



Karen Clarkson developed singer FKA Twigs' look, and has been taking the professionals through the different kinds of jobs available to stylists, including editorial, commercial, shows and celebrity work.



Katie Baron is an author and trend forecaster, and has been sharing her in-depth knowledge on the opportunities new media presents for fashion stylists.



Anna Trevelyan is a breakthrough stylist who has been talking to the professionals about how to get more of the work they want by strengthening their unique voices.



Megan McCluskie of Harper's Bazaar UK has been talking about what she's looking for in a stylist from the viewpoint of a casting agent and bookings director.



Brianne Almeida has been sharing her opinion as an experienced agent and director throughout the accelerator.



Coca Rocha is one of the world's leading supermodels. She has been showing stylists how to form a relationship with a model on set.



Jaime Perlman is the creative director of British Vogue, and has been talking about the way the industry is changing and the impact that has on editorial and advertorial work for stylists.



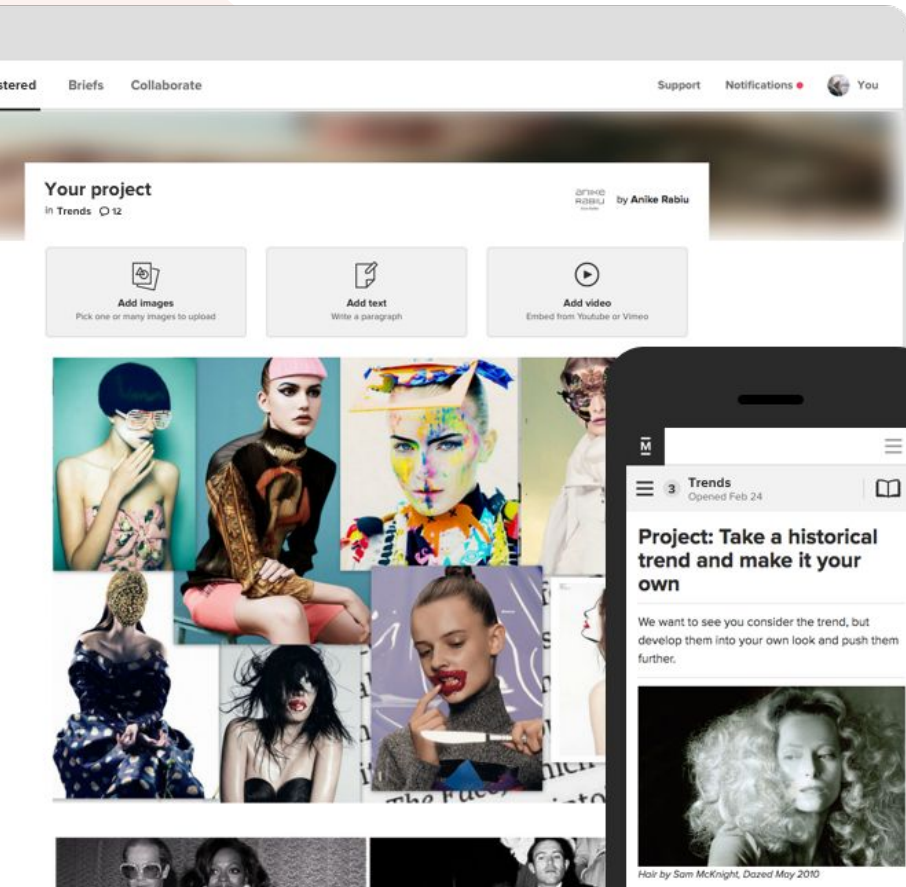
Alastair McKimm, fashion director at i-D magazine, has been featuring in all parts of the Styling: Mastered accelerator in a series of interviews, masterclasses and Q&As.

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 Fashion Styling: Mastered accelerator team to make sure you're on track with your projects.

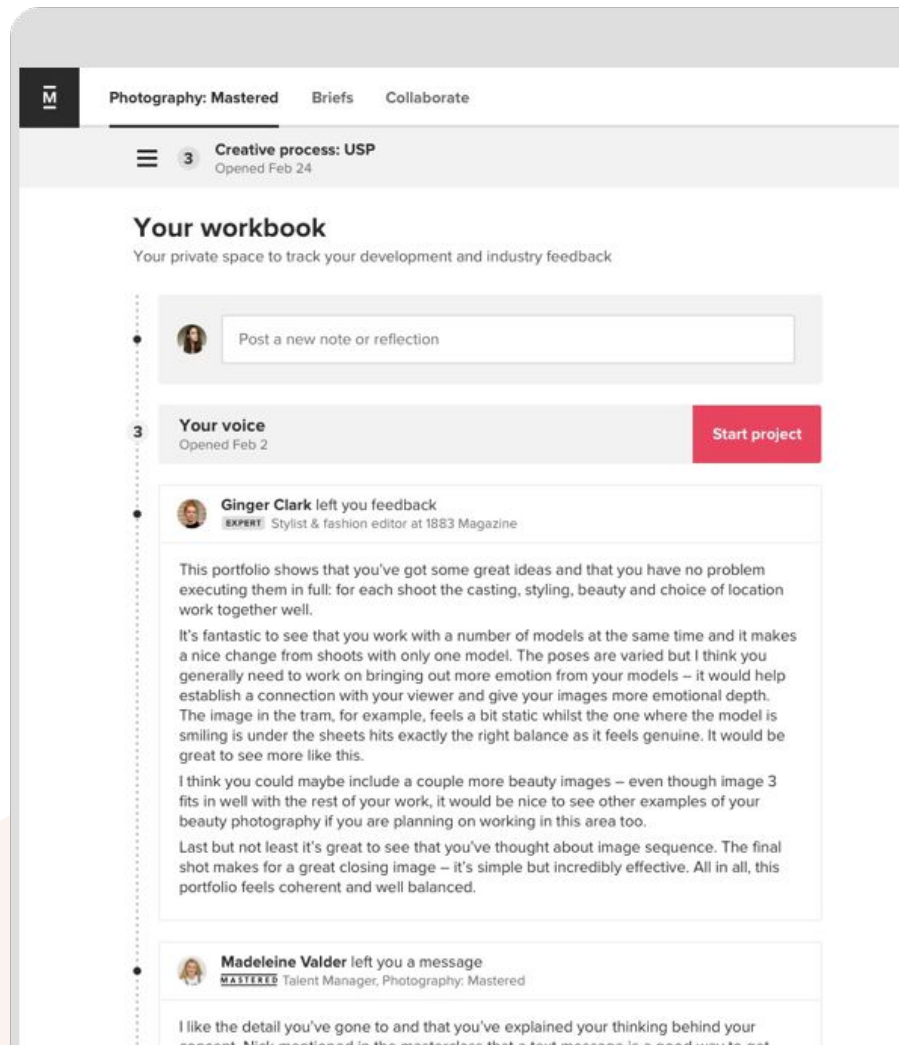


LEARN BY DOING

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 journal area. It is an honest and insightful critique into the work you've done
- Your talent manager as well as coaches and supportive content are all 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 journal 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



Daniel D'Armas has had an extensive career as a fashion journalist and commercial stylist. He with Céline for two seasons, as well as on editorials and campaigns for Dior, Raf Simons, Acne and Missoni.



Holly Hay is a producer at AnOther Magazine, and has previously held roles at Lula and Garage Magazines



Samantha Adler is visual editor at Vogue US, having previously been associate photo editor at Vogue.com.



Macki Maconie is an artist agent at Saint Luke Artists, and brand consultant and creative director at her own firm Macki.



Mark Watson was previously the senior womenswear editor at WGSN and the creative director at Smiley. Currently he runs a creative development consultancy, Sir Studio.



Karin Silverstein is an agent at Carol Hayes Management, a global creative talent agency who represent fashion stylists.



“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 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 journal.
- 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 are stored in your private journal. You will update it with your own reflections on how you are working towards your career goals.
- Your Mastered talent manager will be 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.

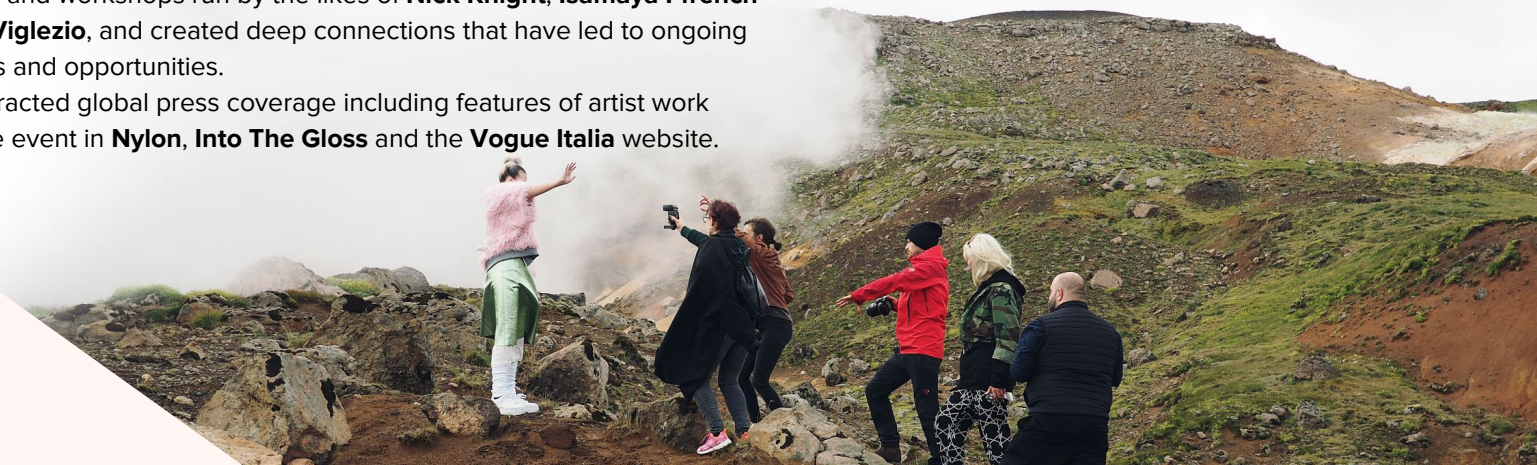
- Four collaborative briefs will be revealed over the course of the year. The first two briefs for 2017 are being set by art director and editor **Fabien Baron** and photography duo **Inez and Vinoodh**.
- You'll use the briefs as a stimulus to form a team, develop an idea and shoot your final response.
- 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, 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 journal.

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.
- Build your Mastered profile page and continue networking and collaborating in our global alumni community.

Image: Stefania Flex

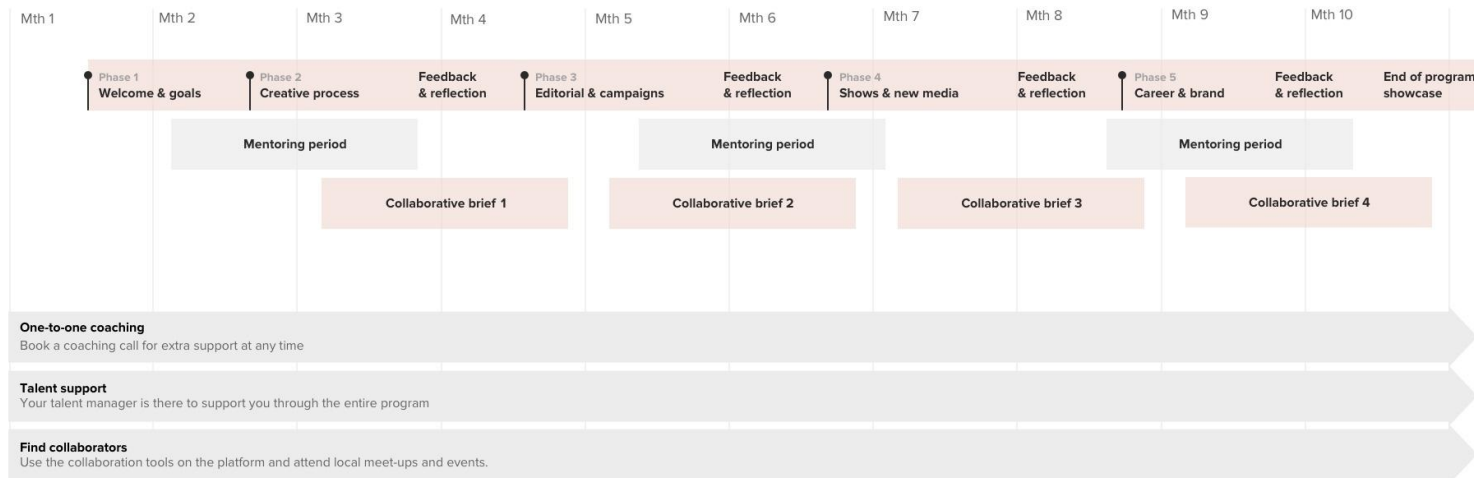




Your year ahead

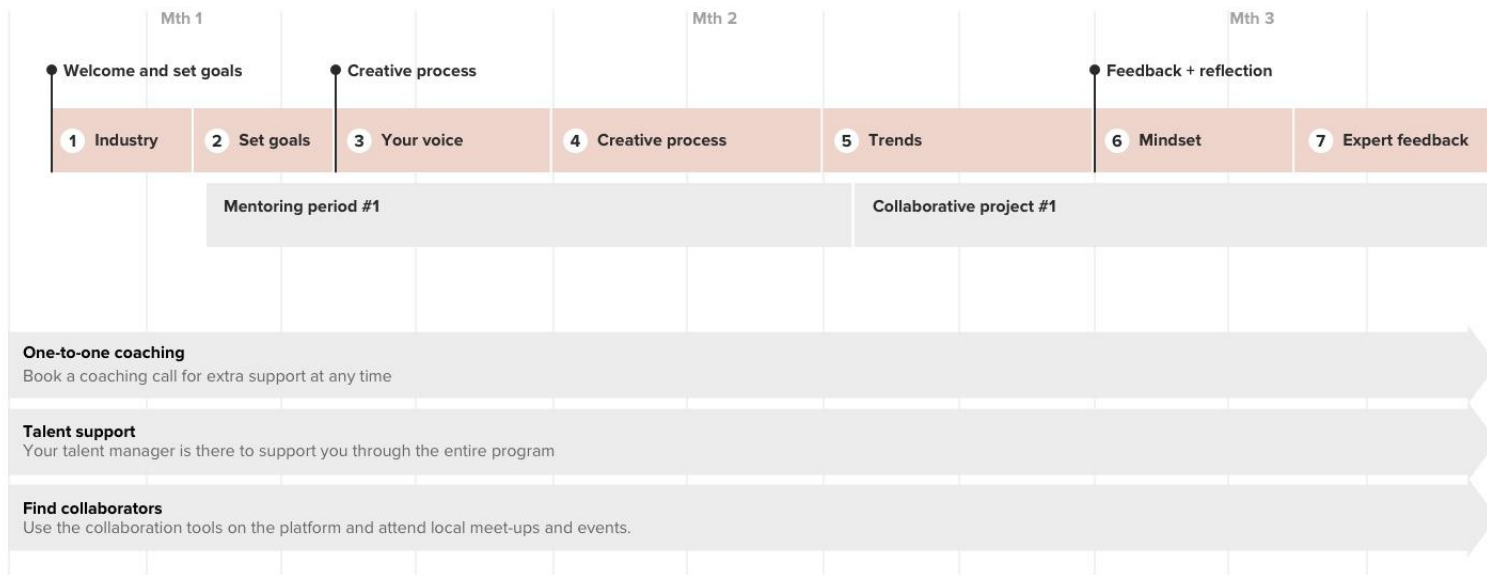
Image credit: Lydia Gorges

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 place in the industry

The global fashion landscape is changing, and there's never been a better time to be part of it.

During the accelerator you will:

- take an intensive look at the current state of the fashion industry and where it's heading. As well as looking at today's established fashion scene, here you'll also develop your knowledge of emerging fashion capitals and major players who are challenging the traditional fashion status quo
- explore the difference between working with old and new media, as well as the abundance of opportunities that this creates for fashion stylists
- have a more in-depth understanding of the fashion present and the importance of your role in shaping its future on completion of the module
- get your first introduction to the Mastered network and get a chance to build more creative connections that will help you to create your best, most innovative work, both through the accelerator and beyond

Image credit: Emily Greene





Your goals

There's no one-size-fits-all formula for how to make it as a fashion stylist

During the accelerator you will:

- analyse what success looks like for you, specifically. We'll set you up to make the most of your year with a deeper understanding of how your talents sit against the broad range of roles available to fashion stylists
- get expert feedback and guidance to help you then start to identify your professional goals and plan your first steps towards realising them

Your USP

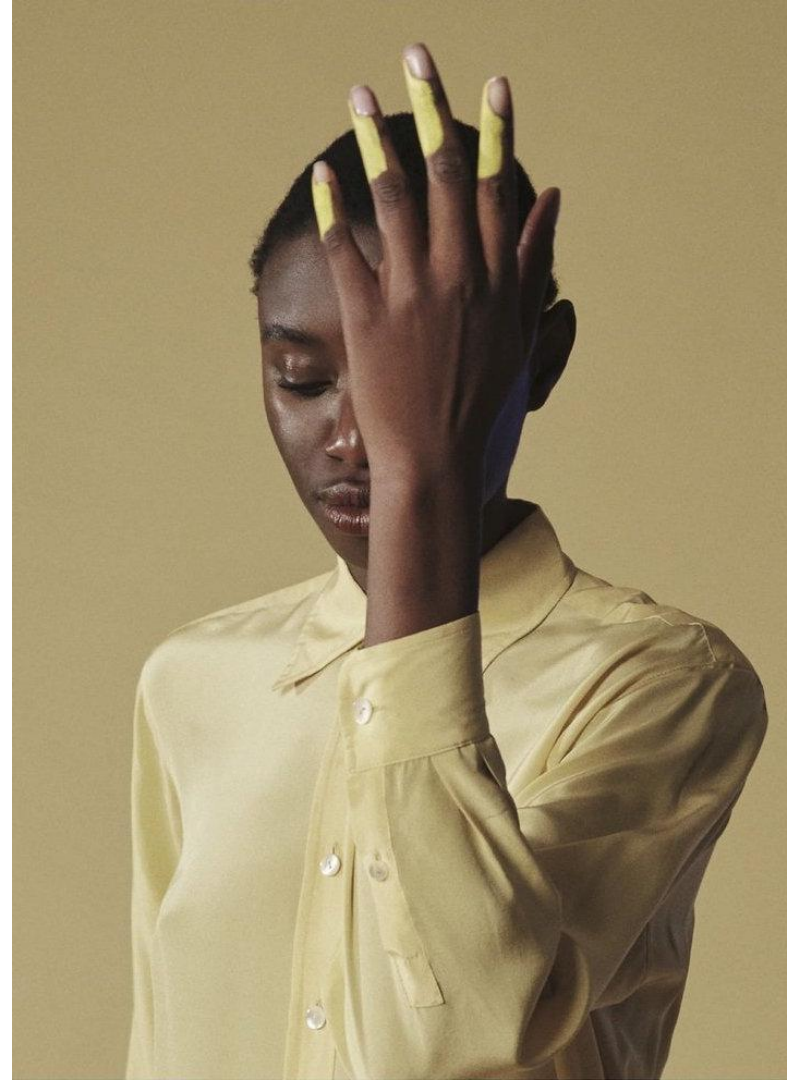
As a stylist, your voice, aesthetic or unique selling point is what makes you recognisable. It's what will get you more work, but also more of the work you want.

"At the end of the day all I have is my aesthetic, and if I don't have that, I don't have anything" - B. Åkerlund.

During the accelerator you will:

- cover exactly how to define your unique style and voice
- look at what makes you different, right now, and how you can build that into a strong personal brand
- identify the gaps in your portfolio and any key areas you need to focus on to start building a body of work that sets you apart from the competition

Image credit: Anna Ritsch





Your creative process

A stylist's work starts long before the shoot, and it's turning an interpretive idea into a fully-formed creative concept that leads to a stronger final look on the day.

During the accelerator module you will:

- focus on your creative process; from how and where you get inspiration through to developing your research and references into a story or character that's truly unique
- Look at how you get inspired and how you research; stepping away from the world of fashion and out of your comfort zone by learning how to gather inspiration from unexpected sources. You'll then push your research further and distill it down into an original concept
- explore how storytelling and building characters can help you both communicate your ideas to creative collaborators as well as propose your work to clients in a way that's guaranteed to engage and inspire

Trends

Understanding 'what's trending' globally allows a stylist to use their work as a comment on current fashion trends and culture.

During the accelerator you will:

- explore how fashion trends bubble up and filter down. By knowing where trends come from and how to identify them, you'll have a better understanding of how your USP can work with them or adapt them
- learn the trajectory of a trend; which brands, designers, people or areas are spearheading certain trend movements and the ways that trends can change and evolve
- gain a better judgement of how to pull elements of a trend into a complete final look, and the kinds of variations you'd need to consider based on different clients, audiences and projects

Image credit: NGHT SHFT





Your mindset

We'll help transform the way you perceive mistakes and stress so you can handle any situation your career throws at you

During the accelerator you will:

- look at what mindset actually means, and why it's important for creative professionals to use it to their advantage
- shift your mindset to deal with different situations
- look at how you can carry this mindset through your career so you'll be able to take on any challenge with ease

Editorial

Stylists are a crucial cog in the editorial mechanism; responsible for exploring themes and then communicating their concepts to a full creative team in order to achieve the strongest set of final images.

During the accelerator you will:

- develop a better understanding of how a magazine settles on the theme for an issue, and also how to look at their audience and zeitgeist, giving you the tools you need to research innovative narrative concepts more easily
- learn to communicate your vision effectively to an editorial team, whether that's the art director and photographer or the makeup artist and hairstylist — before, during and after the shoot — resulting in better collaborations, and better final images
- ultimately go through the relationship between print editorial and new media, such as how a magazine might also request a fashion film, behind-the-scenes footage or social media content as part of a shoot
- Develop how to prepare for and maximise additional asks such as these will increase your styling skill set, putting you ahead of your competitors



Mastered collaborative project



Commercial

Lookbooks, advertising campaigns, creative consultancy and rebranding are just some of the ways that a stylist can work with brands and companies, making commercial work a potentially lucrative and fulfilling avenue to explore

During the accelerator you will:

- we take a look at the varied types of clients available to stylists, and how you can get hired for different commercial jobs
- look at how to make sense of a brand's DNA, dissecting their aims, working to advertising constraints and delivering in a pressurised situation
- learn how to build your USP into a story that fits with the brand's bigger messages, audience and goals
- Eventually feel confident enough to sniff out the commercial projects and online-only new media jobs that are right for you and be able to reap the rewards of that challenge

State management

You'll learn the tools and processes you need to manage your emotional state: how you're feeling, thinking and behaving

During the accelerator you will:

- learn how to get a handle of your state to help you avoid burnout, stop you feeling panicked by deadlines and other stressors, and stop you being fazed by personal blockers
- learn how to get into a more powerful and resourceful state so you can communicate effectively, rise to challenges, and overcome difficult or unexpected situations even when you're feeling stressed, overwhelmed or unprepared

Image credit: Chiara Predebon





Shows and live events

The fashion week runway is where looks are born and sets the tone for the upcoming season. It's also an area of the fashion industry that's in a state of flux

During the accelerator you will:

- think about how to adapt to this creative director role with designers and brands by creating shows, events and installations
- cover everything from liaising with designers, pulling looks, casting models and working with set designers to briefing creative teams in a highly pressurised situation - building the many strings to a stylist's bow needed to work successfully in this arena

Celebrity and music

Working with celebrities and on music videos is an exciting way to get your styling work noticed by a global audience, boosting your profile and helping to generate further work

During the accelerator you will:

- be introduced to stylists regularly working with celebrities on campaigns and tours: taking you through how they got there and how they work with a client to build an image for them
- cover the personal and professional skills required to make it as someone's go-to stylist: from how to forge lasting relationships to how to prepare for the different types of roles available when working with celebrities

Image credit: Bad Things





Your brand & portfolio

After looking at the different applications for your work, you'll have a better idea of the kinds of jobs you want to be aiming for. You'll ensure your presence online and assets reflect that

During the accelerator you will:

- With the industry increasingly looking online to scout for new talent, it's important that you have a profile — whether that's a website, portfolio or social accounts — that reflects your USP or brand identity
- put all your learnings through the accelerator into practice and relaunch your online and physical portfolio, ensuring that it's consistent with your USP and the goals you've worked towards over the last few months
- learn what makes a strong portfolio and how to get your best work seen by the industry

Money & your future career

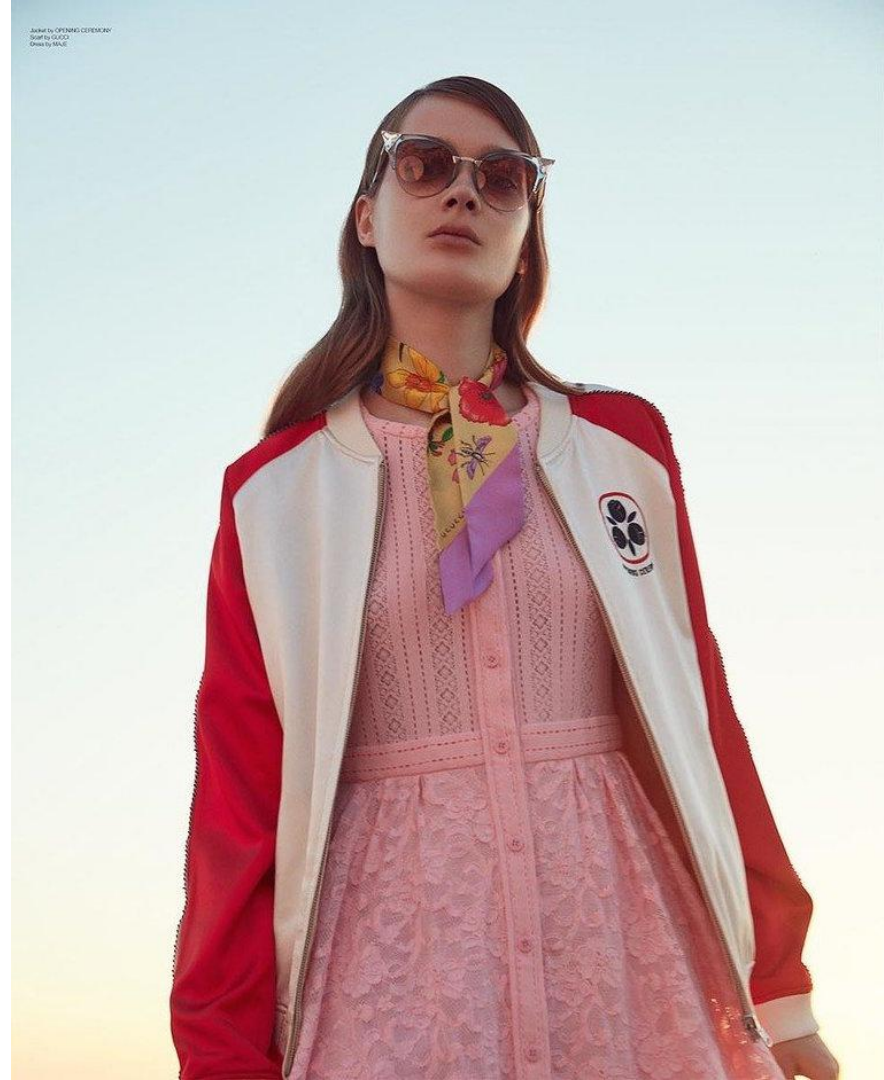
In this module, we'll provide the resources and information you need to achieve the creative's ultimate dream: a successful career doing what you love.

During the accelerator you will:

- go through the ways you can both maintain and improve the calibre of work you're producing and jobs you're getting to develop a career plan that's both financially rewarding and career building
- get insight into the role of an agent: when it's right to consider getting one, making sure you get the right agent and ask enough of them, and how an agent can help further your career
- get advice from agents throughout about how to get your work noticed by the right people for the right reasons.

Image credit: Chris Hunt

ARMANI by OPENING CEREMONY
Styl by GUCCI
Directed by MIKE





Career planning

During this accelerator, you'll have developed a deeper understanding of your position in the industry and how you can evolve as fashion adapts and changes, resulting in a futureproof body of work that will truly showcase your voice as a stylist.

At the conclusion of the accelerator you will:

- pull together all the learnings from the accelerator into a solid career plan for 2018 and beyond, tailored to your goals
- to ensure you're on the right track, you'll also receive expert feedback and guidance to help you devise a plan that sets you up for success

What our alumni say:

“An amazing experience I couldn't have imagined beforehand.”

Agustina Rodriguez, Photography: Mastered

“This course was filled with tons of knowledge from industry experts.”

Fabien Villa, Photography: Mastered

“I can honestly say it was life changing.”

Norio Chalico, Photography: Mastered

“The opportunity to be mentored by the best in the industry has to be the best investment one can make.”

Junior Green, Hair: Mastered

Make 2018 count.

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