

Womenswear **MASTERED**

2019 accelerator syllabus

“I can honestly say that the guidance I had during this program has helped me stay on task and get incredible feedback from experts in my field.”

Angela Monaco

Accessories: Mastered alumni

Make 2019 count

Over the last four years we've collaborated with some of the most respected brands and experts in the fashion industry to accelerate the careers of more than 4,000 emerging creatives and brands from over 95 countries around the globe.

Over that time, the Mastered experience has evolved to become a much more personal one. One where every professional receives expert guidance in three ways - through mentoring, performance coaching, and from our own in-house support team.

Our alumni are people who knew they were meant to succeed, and felt driven to prove it. They know the many hard miles spent getting there, the punishing schedules, the knowledge only gained through experience, and the relationships you must build along the way. In the end, we do it because we love it.

You chose a challenging path, don't make it one you're walking alone. To help you get there, get actionable advice, a global network of potential collaborators, and industry opportunities that are exclusive to this community.

Take this chance to put all your hard work into practice. To make your potential count.

We've developed this 10-month accelerator to help emerging talent who are ready to commit to claiming their place in the industry of the future.

Take a look at what this year could hold for you.

A handwritten signature in black ink that reads "Perri". The script is fluid and cursive, with a small dot above the 'i'.

Perri Lewis

Co-founder and programming director

**69% of people said the
Mastered accelerator
was a life-changing
experience**

*Results from survey of 2017 accelerator professionals
(August 2017)

A completely new model for talent development

We designed this groundbreaking accelerator around four elements that will be the key to your transformation. Practical skills learning. One-to-one feedback. Network. Exposure.

Learn-by-doing

Unlike typical online courses, a Mastered accelerator goes far beyond watching videos of experts. We believe you learn-by-doing, which is why the accelerator is built around doing relevant exercises that forward your career.

Feedback and coaching

Your 10-month experience includes:

- five mentoring calls from industry experts to give you feedback and actionable advice for how to get to the next stage of your career
- five personal development calls to ensure you stay on track and reach your goals
- unlimited access to the Mastered support team who are on-hand to help make the most of your time with us

Collaborate

No one in this industry succeeds alone. You need a team around you, and joining Mastered means joining a network of over 4,000 handpicked creatives and designers with whom you can collaborate. Together you will rise.

Be seen

Armed with the right skills, mindset and network, the accelerator provides numerous opportunities for you to build your profile. Your work will be showcased and spotted by the people that matter to your career.

Learn-by-doing

Feedback and coaching

Collaborate

Be seen

Mastered Live

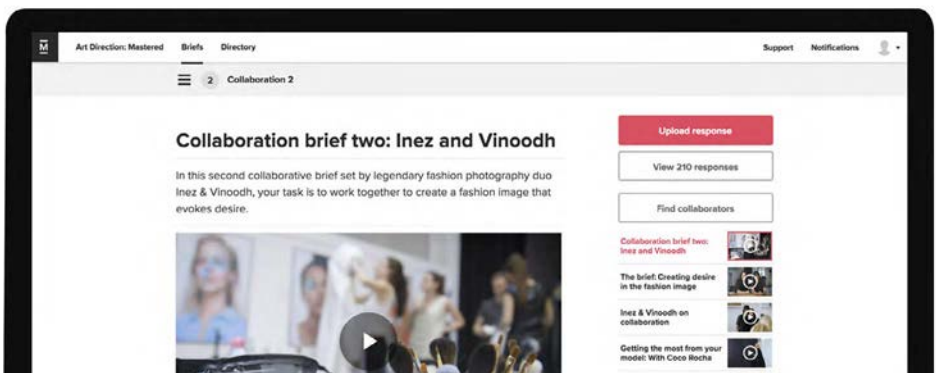
Overview

Securing your place

Complete practical, relevant projects

Your accelerator is released in five modules over 10 months. Within each module, there'll be a selection of exercises which will support your real-world work and business, as well as preparing you for mentoring calls, which happen once a module.

- Each module covers a specific theme and consists of a mentoring call, a coaching call, and expert insight delivered via video and text lessons
- Within each module there are multiple exercises designed to fit around your existing commitments that relate to the theme of the module
- You upload personal work in the form of text, imagery and videos into your projects on the platform
- The work you choose to upload will be what you want to cover ahead of your mentoring call
- All the exercises are developed to help you be more prolific, learn-by-doing and support your business inside and outside the classroom



“I can’t express enough how much I appreciate this opportunity. I’m so grateful to the founders and the staff who are making this happen. I feel like somebody looked into my head and custom-made the programme for me.”

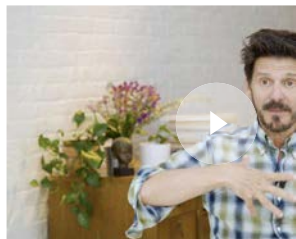
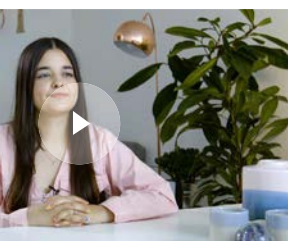
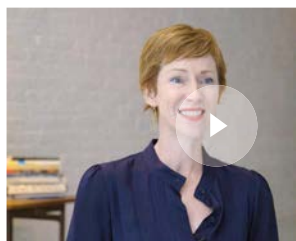
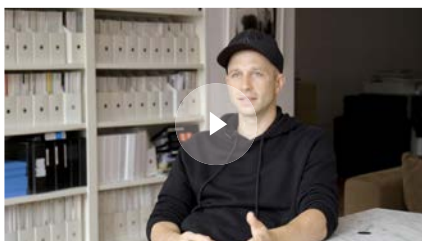
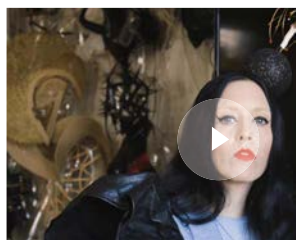
Julie Kim

Accessories: Mastered alumni

Get insight from industry experts

We have curated knowledge and insight from some of the biggest names in the fashion industry that will help guide you in your work and career. These are all experts who are working and excelling in the fast-moving industry today.

- You'll hear from industry leaders via video and through a variety of formats, including masterclasses, demos and case studies
- Articles, PDFs, graphics, and links to external resources support the video content, providing you with up-to-date and industry-relevant materials
- Lifetime access to the materials allows you to revisit the knowledge whenever you need it



Some of the experts our 2018 class heard from

Experts are involved in four ways—in Q&As and masterclasses, giving feedback and on 1-1 mentoring calls



Carol Lim & Humberto Leon

Founders and designers, Opening Ceremony and co-creative directors, KENZO



Benn McGregor

Senior buyer menswear at Harvey Nichols



Ben Mazey

Design director at Kenzo



Chris Fisher

Head buyer at End Clothing



James Millar

Design director, Liberty London & Liberty Fabrics



Kate Brindley

Global communications director, Nicholas Kirkwood Ltd



Laura Wathen

Early stage investor at Pentland



Morad Sabri-Tabriz

Vice President of global merchandising at Bally



Noah Bernard

Creative director of Samsung Electronics Europe



Nura Khan

Style editor of British Vogue



Meera Sleight

Senior Print Designer at KENZO



Bryony Stone

Deputy Editor at It's Nice That



Stavros Karelis

Founder & buying director, MACHINE-A &
buying director SHOWstudio online store



Eleanor Robinson

Director of Accessories and
Childrenswear at Selfridges

**80% of Mastered
professionals are
more motivated
and confident**

*Results from survey of 2017 accelerator professionals
(August 2017)

Learn-by-doing

Feedback and coaching

Collaborate

Be seen

Mastered Live

Overview

Securing your place

Three types of personal guidance.

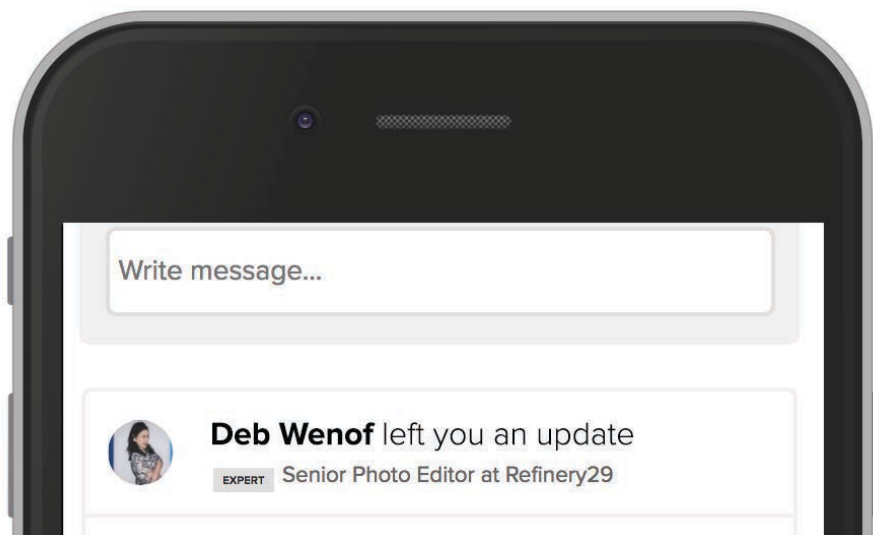
Three layers of expertise.

	Mentoring	Coaching	Support
Who delivers it to you	Independent industry experts	Performance coaches	Mastered's in-house support team
Number of sessions in the accelerator	5 One per module for 5 modules	5 One per module for 5 modules	Unlimited We'll check-in every module, but you can book a call anytime
What's covered	Feedback on your work and career and actionable advice on how to improve	Improving performance, reaching your goals faster and overcoming obstacles	General enquiries, program guidance, unblocking issues and insight
How it works	You book in a video call with a mentor	You book in a video call with a coach	Whatever works for you: email, text, or book a phone or video call
What you should prepare	Prior to the call you upload recent work you want the mentor to view	Submit the questions and themes you want to cover ahead of the call	If there's something specific you want to cover, then send it over ahead of your call

Get feedback and advice from industry mentors

During every module, you can speak to an industry expert and get honest feedback and actionable advice on your work and career.

- Industry mentors for previous Mastered accelerators have included magazine editors, PRs, brand consultants and artists working in fashion right now
- These insiders look at your goals, projects, work and self-reflections to give you feedback on where you're at and what steps to take to reach your goals
- Your feedback expert will write up notes and actions from your call and put them into your private journal so that you can revisit them at any time



“Something incredible came out of this program two months in. After a mentor call I was able to connect with B. Åkerlund’s PR company who offered me a place in B.’s PR showroom in LA, The Residency. I am floored by this opportunity which only arose because of this course.”

Rena Andrews
Accessories: Mastered alumni

Feedback and mentoring experts in 2017



Luciana Britton Newell founded independent agency LBN Design, with clients including Burberry, Dior Homme, Maison Martin Margiela, Stella McCartney and Topman.



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.



Sarah Angold is an accessories designer with a design practice. She was awarded a fellowship in teaching by the HEA in 2016 and has run workshops at the V&A, Design Museum, Panasonic and Nokia.



Shanu Walpita is a trend forecaster, editor and consultant, specialised in dissecting global youth mindsets.



Jessica Miller and **Amy Thomas** are the founders of agency JA PR. Solely focussed on Jewellery, JA PR is the union of creative minds with a passion for individual design.

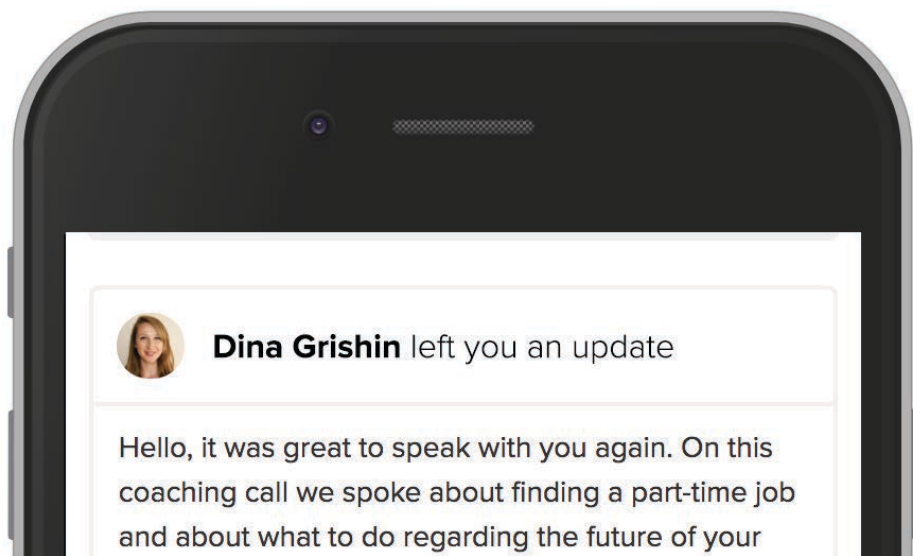


Barry Tulip is a senior design consultant at Louis Vuitton, reporting directly into the artistic director Kim Jones.

Achieve your career goals with a performance coach

Successful CEOs and athletes have performance coaches to help them achieve their goals and overcome blockers. On this accelerator, you get one too.

- Set personal and business goals that motivate and inspire you
- Your coach will look at the advice given by your feedback expert. They'll hold you accountable if you don't take action, and help you get unstuck if you're not progressing as fast as you want
- Your coach will write up notes and actions from your call and put them into your private journal, so you can revisit them at any time



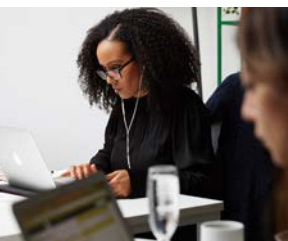
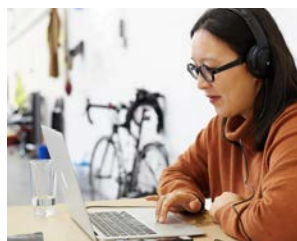
**87% of Mastered
professionals now have a
better idea of what they
need to do to succeed**

*Results from survey of 2017 accelerator professionals
(August 2017)

Receive ongoing support from our in-house team

The Mastered support team are on hand to answer your questions. They help you get the most out of your experience and your investment, whenever you need it.

- They provide insight on everything from time management to making the most of mentor calls
- Contact them via email, or book in a call for general enquiries, accelerator guidance and troubleshooting
- Expect contact from them throughout the accelerator, as it's their job to make sure you're making the most of our service



Learn-by-doing

Get feedback and coaching

Collaborate

Be seen

Mastered Live

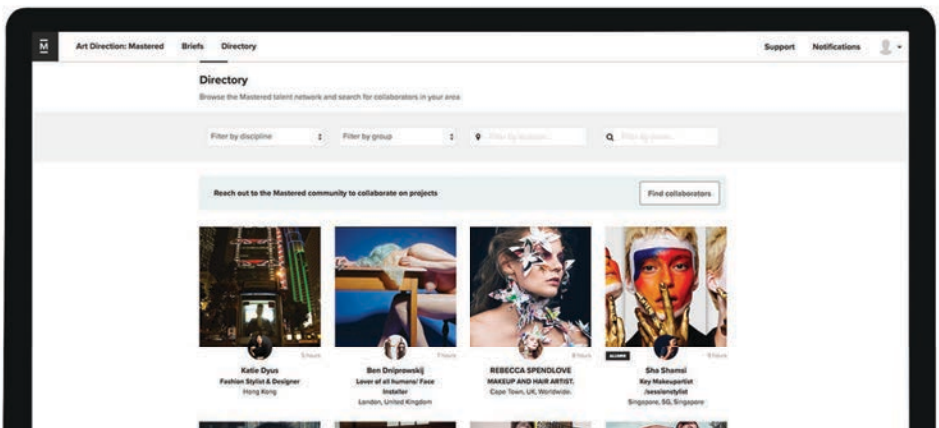
Overview

Securing your place

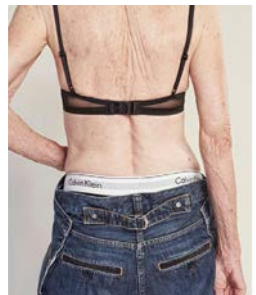
Join a network of opportunity

No one succeeds alone. Which is why you will join a global network of 4,000 professionals to network and collaborate with. Creative briefs set by industry legends will give you the stimulus to discover and work with peers.

- Profiles of the entire network live on the Directory. You can search by discipline, by location, or by name
- Find collaborators by looking at their work, their client list, their biography, their social profiles and their contact details
- You'll be set three collaborative briefs over the course of the year. In 2017 these briefs were set by the creative director **Fabien Baron**, the photography duo **Inez and Vinoodh**, stylist **Patti Wilson** and The Impression founder and editor-in-chief **Kenneth Richard**
- Local meetups take place all over the world, organised by your peers, to help you meet each other in person and build your relationships



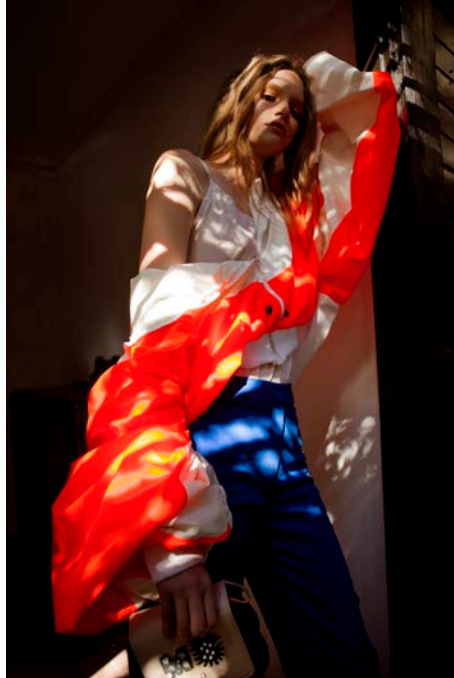
Vogue Italia's senior photo editor, Alessia Glaviano, published the work of six Mastered teams on PhotoVogue – Vogue Italia's digital platform. This highlighted stories from a Mastered collaboration brief entitled "Say Something" set by stylist, and Vogue Italia's fashion editor-at-large, Patti Wilson. In her Mastered brief she challenged professionals to create a story that made a statement about the world around them



i-D, the iconic British youth magazine beloved by industry insiders and consumers alike, has provided an impressive platform for Mastered's professionals. More than 120 of our creatives have been featured in articles that range from highlighting what inspires our makeup artists to spotlighting follow-worthy Instagram accounts, as well as showcasing dozens of incredible images produced in response to Mastered's collaboration briefs.



International, independent fashion magazine, **HUNGER** (owned by legendary photographer Rankin), published images by six Mastered teams on their digital platform. These shots were captured during Mastered Live, a two-day event where creatives across Mastered accelerators come together at a global location to take part in life-changing workshops, portfolio reviews and fashion shoots.



Learn-by-doing

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Mastered Live

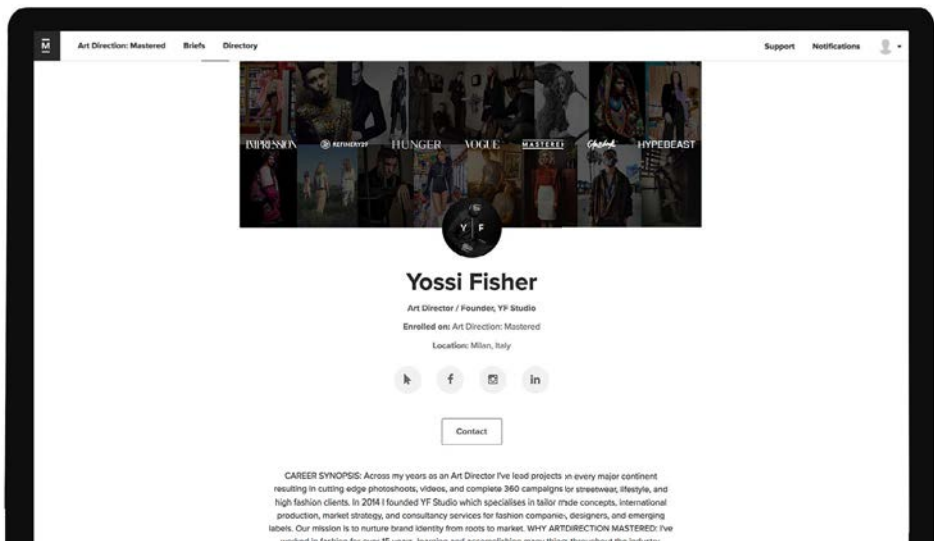
Overview

Securing your place

Put your new skills to work

The Mastered accelerator will give you the skills, network and mindset you need to be industry-ready. Then we help you put it all into action by connecting selected professionals with brands, fashion shows, tradeshow, agents, editors, creative teams and much more.

- We organise opportunities to 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



Brands we've worked with

V MAGAZINE

HUNGER

DAZED

BALLY

i-D

NICHOLAS KIRKWOOD

MAC

Mulberry

NARS

LV

Christian
Louboutin

VOGUE

FARFETCH

OPENING
CEREMONY

KENZO
PARIS

VFILES

Vivienne
Westwood

GARAGE
GARAGE Magazine

COMPLEX


HIGHSNOBIETY

tumblr.

TOPSHOP

allure

scratch®
The UK's leading nail magazine

We gave three accessories brands the chance to show at SS18 season of **Copenhagen International Fair (Cliff)**, where each designer was given a prime stand free of charge. Working with an art director from Art Direction: Mastered, they designed their space to creatively represent the brand's identity, which attracted numerous international press and buyers, and resulted in sales and editorial coverage.



White Milano, the three-day trade show held in Milan, showcases contemporary fashion from a new generation of designers and artists, who go on to influence fashion trends globally. Mastered brought five brands to the show where they met industry experts, press and buyers, and were featured in the official White Milano magazine, on Diane Pernet's highly regarded blog, A Shaded View on Fashion, and Italy's fashion business focused website, fashionmagazine.it.



The international hotel chain, **citizenM**, partnered with Mastered to present a two-day event in their Tower Hill (London) location. Mastered showcased 14 outstanding emerging brands to a handpicked selection of press, both from Europe and Britain, as well as buyers from major retailers, including Browns.



In working with the innovative digital fashion producers E Fashion Dept. (based in Dubai and Baku, Azerbaijan), five accessories brands were featured in a stunning model-lead editorial shoot for **L'Officiel Azerbaijan**, which was then published online and distributed across their social channels.



“Compared to the other
tradeshows I did earlier
this year, there were a
lot more serious buyers
rather than students
& bloggers dropping
by[...] Additionally I was
not expecting so much
support & coverage
from White. That was
all a bonus on top of the
bonus of being there.”

Tessa Spielhofer

Accessories: Mastered alumni

Learn-by-doing

Get feedback and coaching

Collaborate

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Mastered Live

Accelerator overview

Securing your place

Everything you love about Mastered. In two unforgettable days.

We love digital learning. We love in-person workshops too. The accelerator is designed to give you the best of both worlds, in a life-changing experience.

- Included in your accelerator experience is an invite to one of two Mastered Live events happening around the world.
Last year's events took place in London, Athens, and New York. The locations for 2019 are currently TBC.
- Attendance to Mastered: Live is included in the fees. You just need to pay for your travel and accommodation and we'll take care of everything else
- It's a chance to come together with the Mastered community and take part in inspiring workshops, get portfolio reviews, and be mentored through a photoshoot with industry professionals
- The event attracts global press coverage including features of artist work created at the event in *Nylon*, *Into The Gloss*, *Lula magazine*, *Vulkan*, and the *Vogue Italia* website

The very first Mastered: Live took place on the Reykjanes peninsula in Iceland. Mastered experts, including *Vogue Italia*'s senior photo editor Alessia Glaviano, *WAH Nails* founder Sharmadean Reid, nail artist Marian Newman and creative consultant Mimma Viglezio took part in this two-day event of hands-on workshops, photoshoots, panel debates and networking.



MASTERED
Live: Iceland

At a fortress in Dubrovnik, Mastered Live ran talks and workshops with a variety of experts, including agents, magazine editors and producers. Workshops included storytelling, moodboarding, and being reactive on shoots, before professionals headed for Croatia's stunning landscapes for a collaborative photoshoot – styled with our brand designers products.



MASTERED
Live: Croatia

Montreal played host to the third Mastered Live, where professionals experienced empowering and useful workshops by experts such as Krista Prestek and Caryn Franklin which spanned topics like how to create the perfect two-minute pitch, improving your mindset and navigating fast-moving trends. Included in the two-day event were in-depth portfolio reviews by the likes of Brianne Almeida (*La La Land Artists*), Arden Fanning (Contributing editor, *Vogue*), Mary Fletcher (*Refinery 29*), and Miquel Polidano (*Baron & Baron*).



MASTERED
Live: Canada

**“We met and collaborated
with some amazing
creatives. Had our
accessories feature in
Elle Croatia and The
Impression magazines.
We learnt a lot and pushed
ourselves out of our
comfort zone.”**

Kath Kath

Accessories: Mastered alumni

**Mastered Live:
Canada and London
were both rated
9.4/10 by attendees**

*Results from survey of 2017 accelerator professionals
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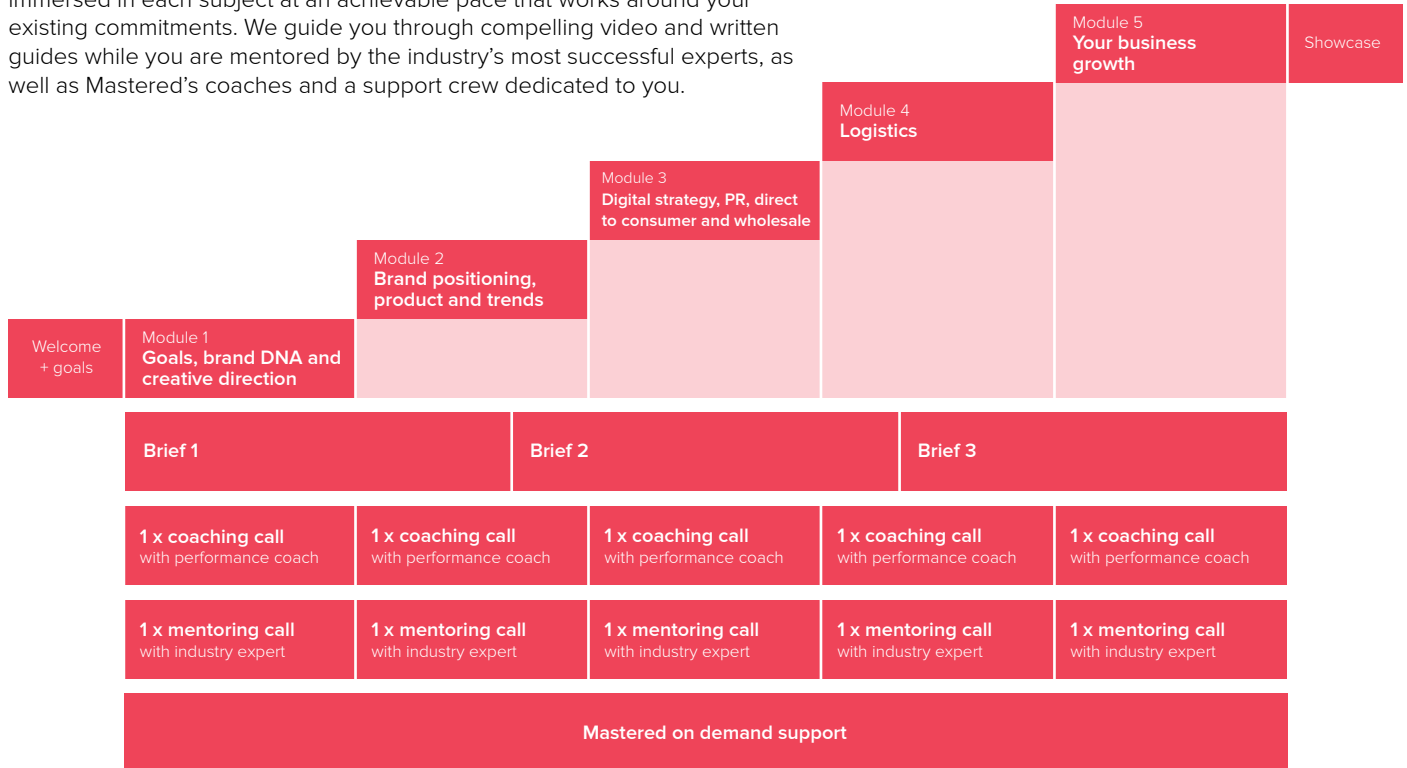
Mastered Live

Accelerator overview

Securing your place

Accelerator overview

Your Mastered learning journey has been designed by our in-house producers, in collaboration with the some of the world's top fashion names. You will be immersed in each subject at an achievable pace that works around your existing commitments. We guide you through compelling video and written guides while you are mentored by the industry's most successful experts, as well as Mastered's coaches and a support crew dedicated to you.



Goals, brand DNA and creative direction

To succeed as a brand in the fashion industry, you need a strong aesthetic, a clear voice and a defined brand DNA, so that customers, press and buyers can immediately recognise and understand what that brand is about.

That's why the first module of the accelerator is all about your goals, your brand DNA and how to keep it consistent throughout all parts of your business. Working out what your brand is, and defining the things you want to achieve with it, both on the program and in your future career.

In this module, you will:

- Develop your brand DNA and understand how to make it visible throughout all aspects of your business, so your work is instantly recognisable
- Gain a deeper understanding of what success looks like for you personally and what you need to do to get there
- Explore what makes your brand unique and begin to define what makes you stand out to press, buyers and customers
- Set goals that will help you achieve where you want your brand to be while remaining true to your DNA, product and ideas of success

Brand positioning, product and trends

Once you've defined your brand DNA and how to apply it across the different aspects of your business, it's time to find and capitalise on your place in the market, and utilise and interpret trends so that you can get the right customers and buyers.

In this module, you will:

- Understand the market and discover your place in it, including finding out who your customers, competitors and brand alignments are
- Discover how to competitively range plan and price your products, so that you're running a profitable business
- Learn how to identify and use trends to innovate and market your products. You'll also discover how brands use trends to influence, innovate and sell

Digital strategy, PR, direct to consumer and wholesale

Once you've established your aesthetic, developed a consistent brand output and, a concise, profitable range plan, you need to consider the outlets that will put your product in front of your audience.

Today there are more ways than ever to share your brand with an audience of press, clients and buyers. In this module, you'll discover how to capitalise on that to get your designs seen by the people you want, and make a name for yourself amongst the people that matter to your brand.

In this module, you will:

- Understand how to build and sustain your online community to develop an engaged audience of customers and fans
- Learn more about how to pitch to press and create a buzz around your brand, working with PR agencies as well as producing your own press
- Gain insight into building an effective sales strategy and a successful e-commerce site that delivers
- Master the art of presenting your brand to buyers and talking about your product in a way that's engaging, inspiring and effective

Logistics

As a developing brand in a shifting fashion landscape, it's essential to understand the logistics of your business so that you can make decisions that are informed and ultimately underpin the success of your business.

A thorough understanding of everything that makes up your business will allow you to take better charge of your processes and make educated decisions that will ensure the growth of your brand – they're not just the details, they're a crucial part of being a creative.

In this module, you will:

- Understand how the production and manufacturing process works. You'll understand how to source the right manufacturers, negotiate with suppliers and get the best quality results no matter what your budget
- Gain an overview of key stages in the production cycle, as well as how to avoid the common mistakes in sourcing, production and distribution
- Find the best processes for your business operations, using the right software, technology and hiring procedures

Your business growth

To succeed in the fashion industry, you need more than just creative skills; after all, you're not just a designer, you're a business.

In this final module, you'll learn about growth areas to expand your business and how to find and pitch to investors, as well as learning about new avenues of income for your brand and how to thrive in an ever-changing industry. You'll understand how to create a business plan, so you can continue to create and achieve your goals while remaining motivated, inspired and excited about your future.

In this module, you will:

- Understand new areas of revenue growth including partnerships, licensing and new product categories to develop your business and increase profits
- Learn more about finding investment and how you can use investors to support the development of your brand
- Create a business plan to help you plot the future of your brand in line with your goals, for a long and profitable business

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Mastered Live

Accelerator overview

Securing your place

Pricing and finance options

10-month accelerator | Starts early 2019

Headline price:

£4,800

Can be split into
monthly instalments.

Finance options available for
US and UK.

Early bird pay in full:

£3,840

Save £960 on headline price
for a limited time only

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

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