

Art direction

MASTERED

**“Since I first applied.
Mastered has changed my
life over and over again.”**

Yossi Fisher

Art direction: 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

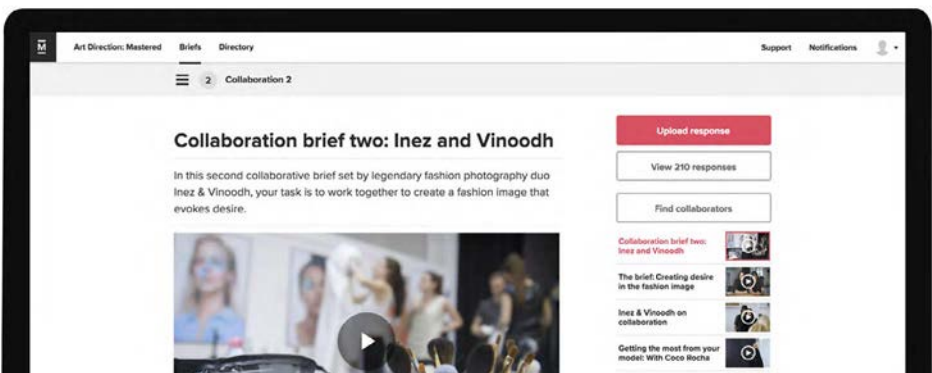
Overview

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 career, 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 career inside and outside the classroom.



**“I want to say what an
amazing experience I had.
Thanks to all of you for your
contributions to my own
learning and growth.”**

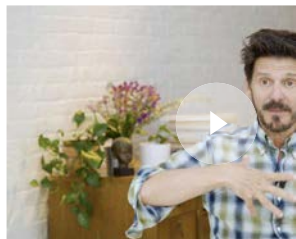
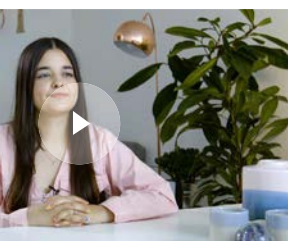
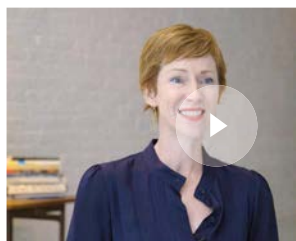
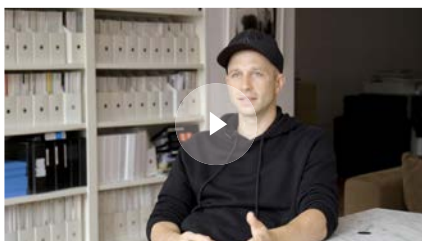
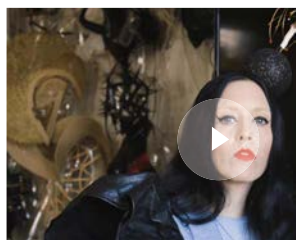
Nancy Herrmann

Art Direction: 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 2017 class heard from



Fabien Baron, the industry-leading creative director has contributed to all of the 2017 accelerators and brings vital advice on finding your voice, creative process, editorial and commercial work.



Ana Andjelic is an experienced global strategist, and explored modern branding and where the industry is going.



Jacob Wildschjødzt is the creative director of NR2154 and has been breaking down the aspects of storytelling, and discusses editorial and branding work.



CEO and creative director of King & Partners, **Tony King**, has been explaining everything the professionals need to know about digital art direction.



Fashion photography duo **Inez & Vinoodh** have discussed about making creative partnerships work and set a collaborative brief.



Becky Smith has been demonstrating how an art director works on set through filming one of her own shoots.



Buffalo magazine's have revealed their creative process for the magazine and advise on the issue of juggling money with creativity.



Margot Populaire, who hires art directors for the Baron & Baron agency, has been outlining how to create a portfolio that catches attention.



Kenneth Richard, CEO & creative director of The Impression, discusses the challenges of getting the first issue of a magazine off the ground, and what makes a good fashion advertising campaign.



Jaime Perlman is a creative director, previously of British Vogue. She has discussed the path that led to this prestigious role, and about how to build a successful team.



Paul Hogarth, a creative director at Publicis London whose portfolio includes multi-award winning work on accounts such as Mini, Peroni, Ikea, and Asos, has been discussing aspects of commercial work.

**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.

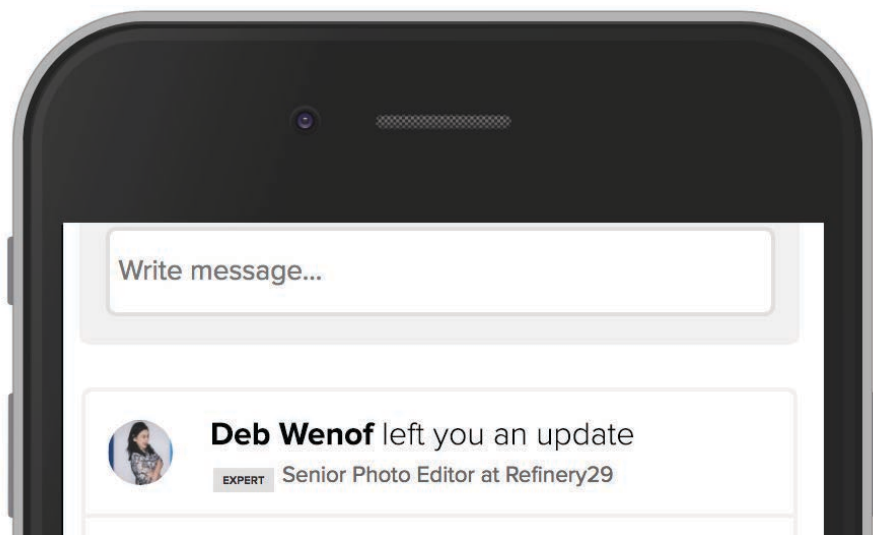
Three layers of expertise.

	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, agents, 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



“A game changer was the mentoring sessions. It was personalised, focused and full of amazing feedback.”

Mariana Villalobos

Art direction: Mastered alumni

Some of the experts who provided individual feedback and mentoring in 2017



Gabriel Eid was creative director at SelectNY for 20 years, producing some of the most iconic campaigns of the last decade.



Clémence Huang is an art director specialising in fashion and beauty. She has worked at Smythson and Jimmy Choo for many years.



Roi Elfassy is a creative director who has worked on digital and print media campaigns for companies including BLACKROSE, American Eagle Outfitters, and ANN INC.



Luciana Britton Newell founded independent agency LBN Design, with clients including Aquascutum, Burberry, Dior Homme, i-D Magazine, Maison Martin Margiela, Mario Testino, Stella McCartney and Topman.

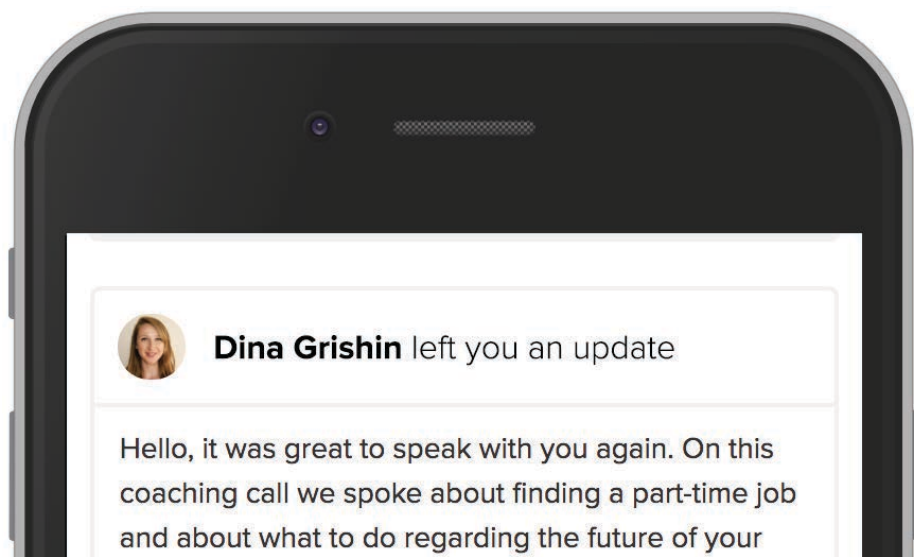


Magnus Naddermier is a creative director/art director specialising in fashion, luxury and lifestyle branding and advertising. He has lent his talent to brands like Louis Vuitton, Acne Studios and H&M.

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 career 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



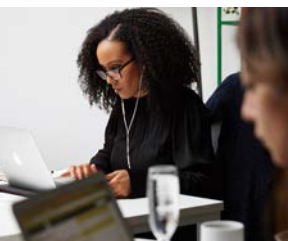
**87% of Mastered
professionals now have a
better idea of what they
need to do to succeed**

*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



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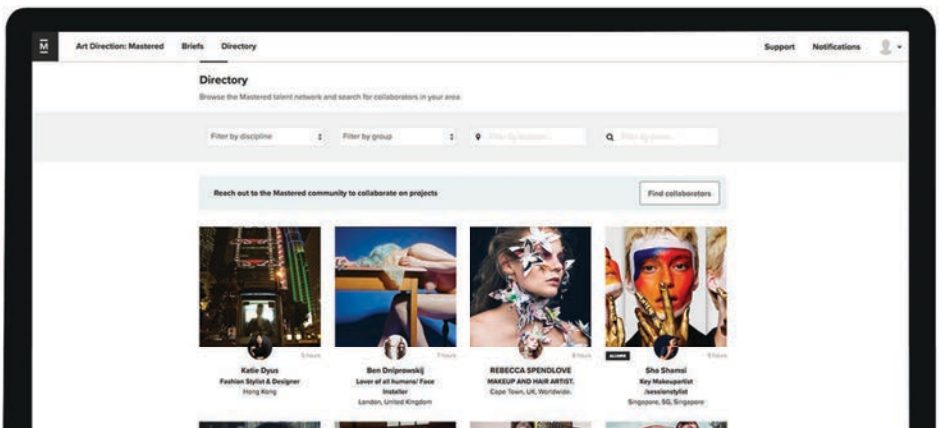
Overview

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



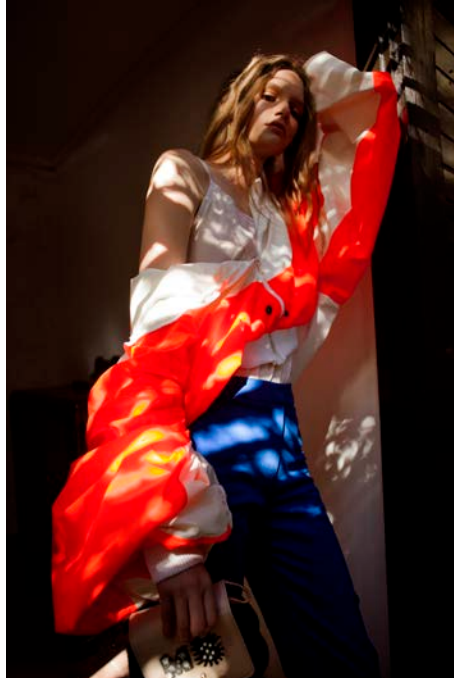
Vogue Italia's senior photo editor, Alessia Glaviano, published the work of six Mastered teams on PhotoVogue – Vogue Italia's digital platform. This highlighted stories from a Mastered collaboration brief entitled "Say Something" set by stylist, and Vogue Italia's fashion editor-at-large, Patti Wilson. 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

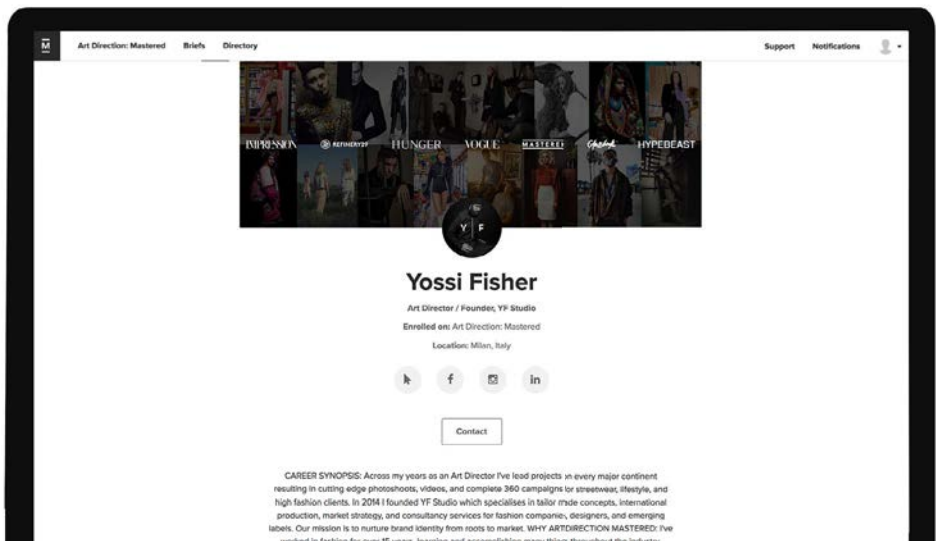
Overview

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


HIGHNOBILITY

tumblr.

TOPSHOP

allure

scratch®
The UK's leading nail magazine

We teamed up with luxury fashion magazine, **The Impression**, for a major showcase of our talent in their print edition, which was themed around films. Mastered teams reimagined iconic scenes, from *The Birds* to *American Psycho*, with over 80 professionals seeing their work not only in the Fall 2017 issue but across The Impression's website and social channels.



Throughout the accelerator, Mastered has enabled its professionals, including photographers, art directors and stylists, the opportunity to be featured on **Lucy's** digital version, where they have dedicated an entire page to Mastered's bright talents.



Three photographers were sent to **Copenhagen Fashion Week** SS18 where they were tasked with capturing what happened backstage for a number of designers, including Astrid Andersen and New Line HALO. Their images were featured on The Basement, Office Magazine and Fashion Fladen. Martin Asbjørn, who showed during the week, subsequently commissioned one of the photographers to shoot the assets for his social media channels over a six-month period.



“I feel more clarity and confidence in how I project myself as an art director. It changed me, and I’m looking forward to putting it together to make a new career.”

Astrid Salas

Art direction: Mastered Alumni

Learn-by-doing

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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

**“Great experience, I
would suggest it to anybody
wanting to grow both
as human being
and professional”**

Mauro Ferraresi

Art direction: Mastered Alumni

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

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

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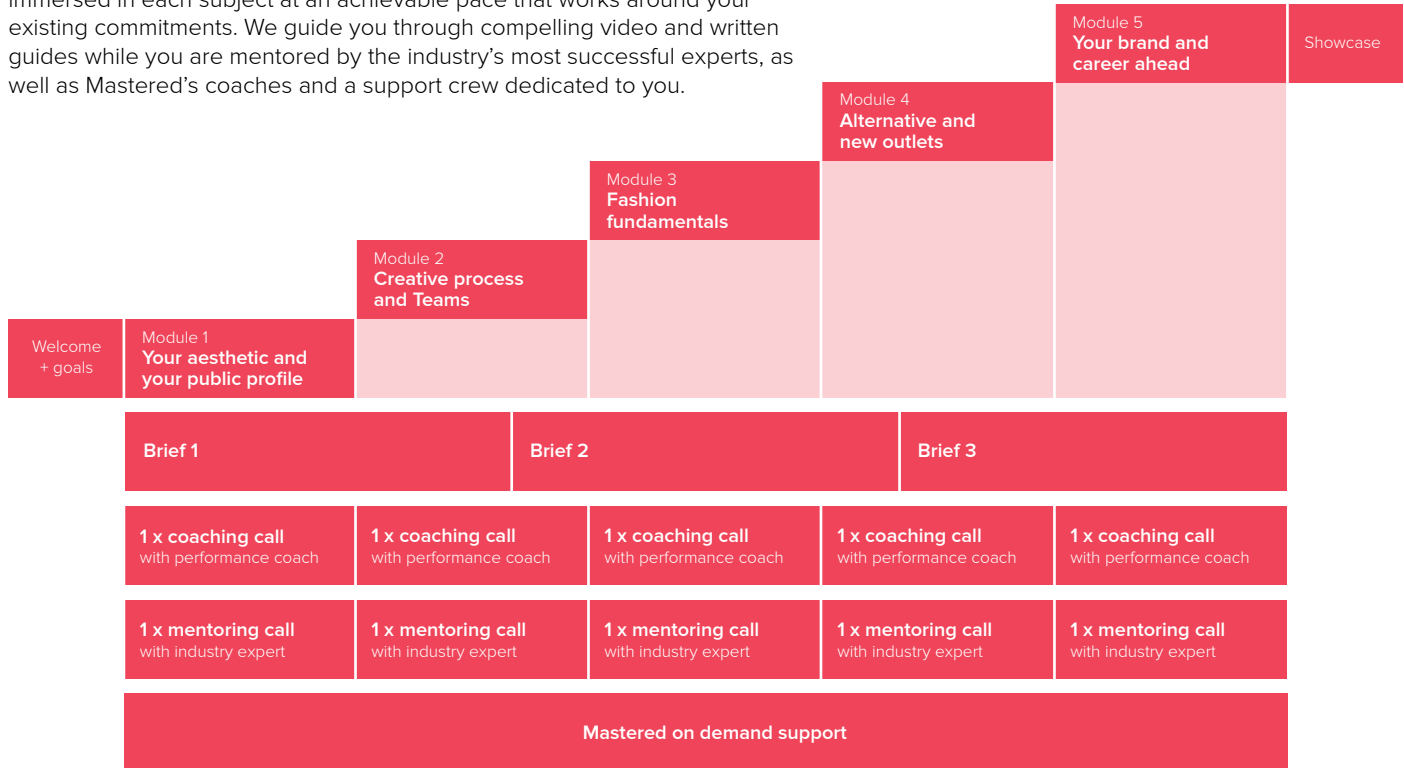
Mastered Live

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.



Your aesthetic and public profile

To succeed as an art director in fashion, you need a defined aesthetic. The fashion industry needs to notice you and understand what kind of artist you are - and then book you. You need to know where - and what - you want your work to be so that you can take the right steps to get there.

The starting modules of the accelerator are all about goals and your aesthetic. You'll be working out who you are as a creative and defining the fashion magazines and brand clients who are right for you and what you want to achieve – both on the accelerator, and in your career.

In this module, you will:

- Explore what makes you unique and start to define what makes you stand out to others
- Gain a deeper understanding of what success looks like for you personally as you find your place as a creative in the fashion industry
- Begin the process of identifying the fashion clients who are right for your style
- Set goals that will help you achieve what you want from your career, while remaining true to your own personal brand, values and ideas of success

Creative process and teams

Once you've defined your voice and unique signature as an artist, it's time to develop the tools of your craft and refine your process so that you can deliver consistently, and put your own stamp on any project.

The second module of the program is about applying your voice creatively to those projects and delivering your ideas in innovative and relevant ways.

In this module, you will:

- Take a deep dive into your creative process, understanding how to get inspired and to research – then how to use that research to enhance your own aesthetic and create work with depth
- Explore storytelling and character creation so that your work is real, relevant and relatable
- Understand how to turn concepts and ideas into finished work that fits in the fashion industry, so that you're always in demand
- Learn how to build teams of like-minded creatives so that you can create your best work as part of a collaborative, supportive and inspiring collective

Fashion fundamentals

There are more magazines, brands, designers and agencies than ever – all wanting to work with talented art directors. These different types of clients will each have their own brief, requiring a different approach from you every time.

In the previous module you will have established your aesthetic and developed the tools needed to communicate your vision, here you'll learn the fundamental skills needed to adapt your craft to impress, and discover how to get work with the titles and brands that align with your goals.

In this module, you will:

- Learn how each fashion job works and how to get them: editorial and commercial clients, plus additional places to get lucrative work, such as assisting and low end commercial projects such as look books, and how to excel at each
- Hear how to translate briefs to decipher what a client wants (and what they actually need) as well as how to balance your own aesthetic with their demands
- Gain an insight into the key players in each area and how to get on their radar as an emerging creative
- Understand the role of part time and full time assisting in the fashion industry – what you can learn from it, how to get it, and whether it is right for you
- Learn the differences between paid and unpaid work, as well as how to get the balance right while your career is developing

Alternative and new outlets

In the shifting fashion landscape, there are always new outlets for showcasing your work. As a new breed creative, you should make the most of these to bring your concepts to diverse audiences.

Understanding and taking on the 360 role of creative director who is able to build ideas in the digital world and bring them to life in the real world makes you more dynamic and adaptable , a creative who can work on a broad range of commissions.

In this module, you will:

- Challenge yourself to think outside the traditional outlets of art direction and see how your vision can be applied to different mediums
- Develop an understanding of how digital and physical audiences and requirements differ, how to cater for them and how to make the execution work alongside your own aesthetic and goals
- Explore the many ways creativity can run riot. Experiential art direction takes many forms - curated exhibitions, a pop-up shop, a runway show, presentation or something else entirely – and we'll look at how you can expand your skills into these areas
- Become a 360 art director who is always relevant and in-demand. And discover how to find the right contractors outside of fashion to help bring your projects to life (ie programmers, carpenters, coders, etc)

Your brand and career ahead

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

In this important final module, you'll learn how to promote yourself, how to present your work and how to thrive in the industry and achieve your goals. You'll understand how to plan your career 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 how develop a strong and recognisable personal brand that runs through everything you do and builds your profile within the industry
- Discover how to best present yourself on social media to grow an audience of relevant and engaged followers that will enhance your career
- Learn more about the role of the agent and their potential role within your career, as well as how make a great impression when you're pitching for one
- Create a career plan to help you avoid burning out and gain the right balance of commercial and editorial work for a long and profitable career

Learn-by-doing

Get feedback and coaching

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Mastered Live

Accelerator overview

Securing your place

“I can honestly say it was life changing [...] I produced the best work I’ve ever had the pleasure of creating and worked with some of the most lovely and talented humans I’ve ever met.”

Norio Chalico
Mastered alumni

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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