

Fashion styling  
**MASTERED**

“For once in a long time I feel clarity and passion for my next steps. I have a lot of work to put in, and two massive projects that have me booked, but I know there are moments to daydream and reflect in there. So excited to put the work in for the next steps!”

**Kelly Kruthaupt**

Fashion Styling: 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.



**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

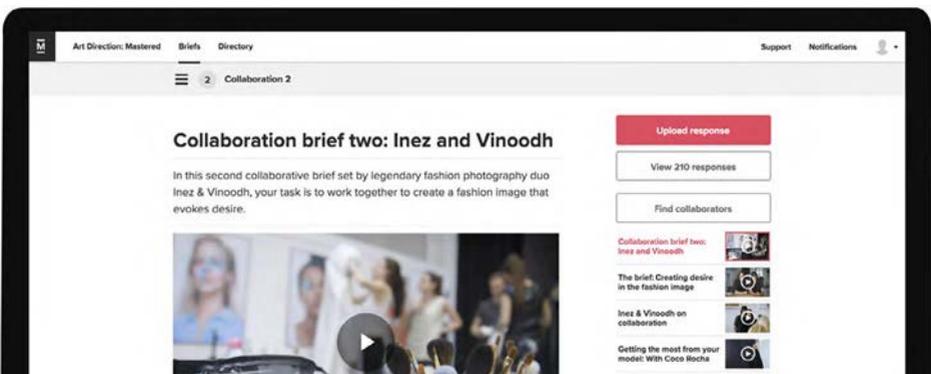
Overview

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.



*“It will test you and push you to the limit, and that’s how you will learn best.”*

**Marilyn Saar**

Fashion Styling: 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



**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** is fashion director at i-D magazine, and has been featuring in all parts of the Fashion Styling: Mastered accelerator in a series of interviews and masterclasses.

**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

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Securing your place

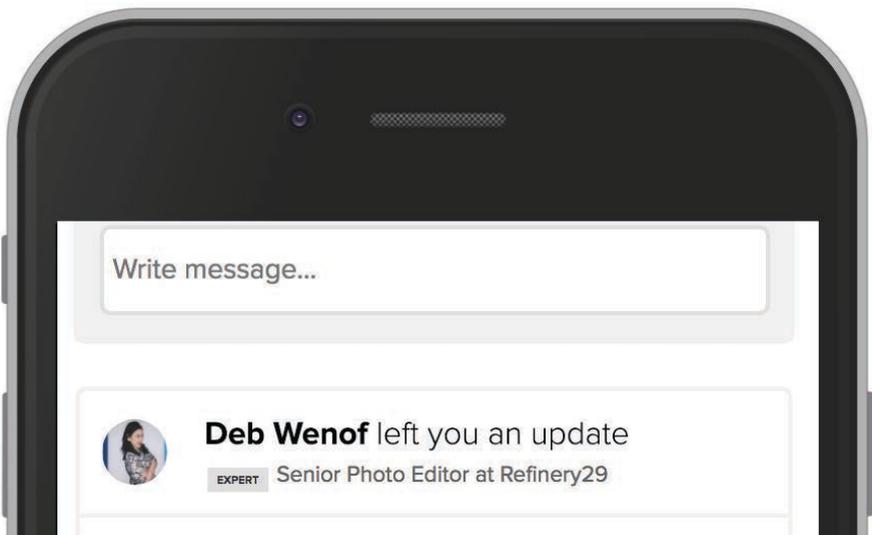
# Three types of personal guidance. Three layers of expertise.

	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	<b>5</b> One per module for 5 modules	<b>5</b> One per module for 5 modules	<b>Unlimited</b> 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



**“My highlights were all the opportunities that have come my way, and being part of a Masterclass. I would also say that it gives belonging and helps me feel less isolated in my creative work.”**

**Åsa Camnert**

Fashion Styling: Mastered alumni

# 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 with Céline for two seasons, as well as 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 formerly an artist agent at Saint Luke Artists, and now a brand consultant and creative director at her own firm, Studio 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.

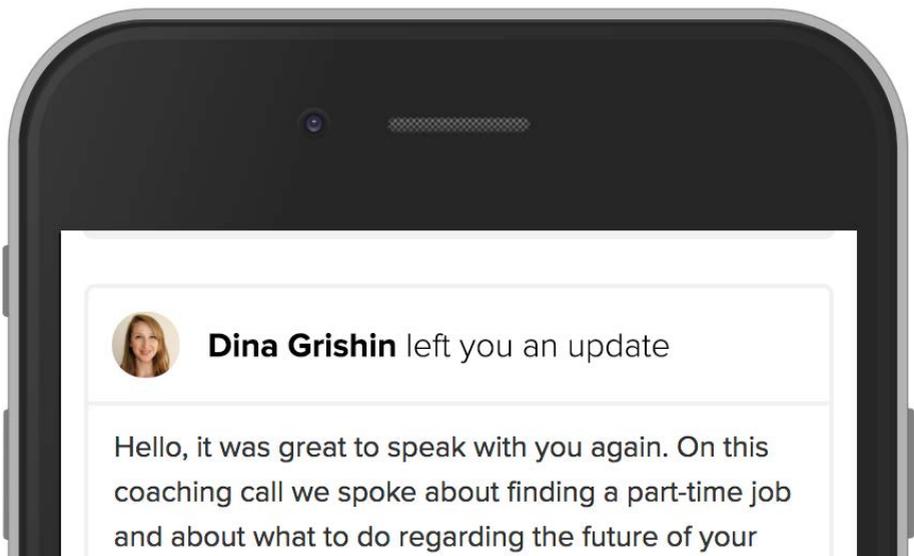


**Karin Silverstein** is an agent at Carol Hayes Management, a global creative talent agency who represent fashion stylists.

# 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 with the help of a performance coach
- 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

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**Collaborate**

Be seen

Mastered Live

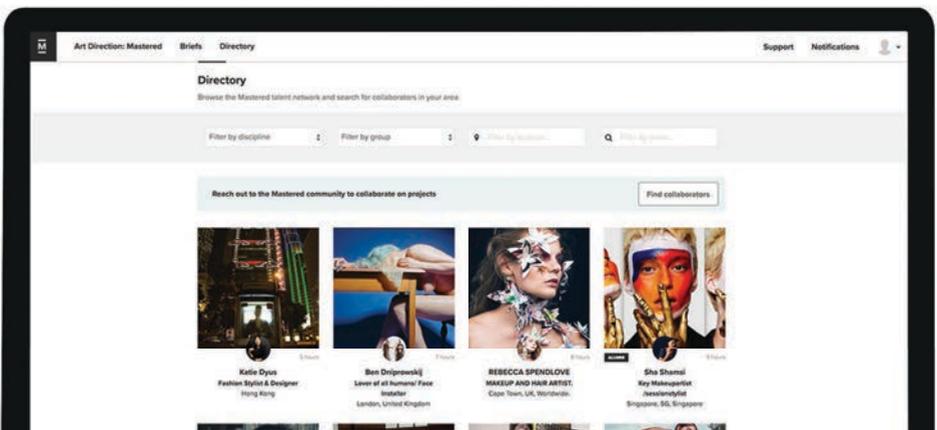
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Securing your place

# 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



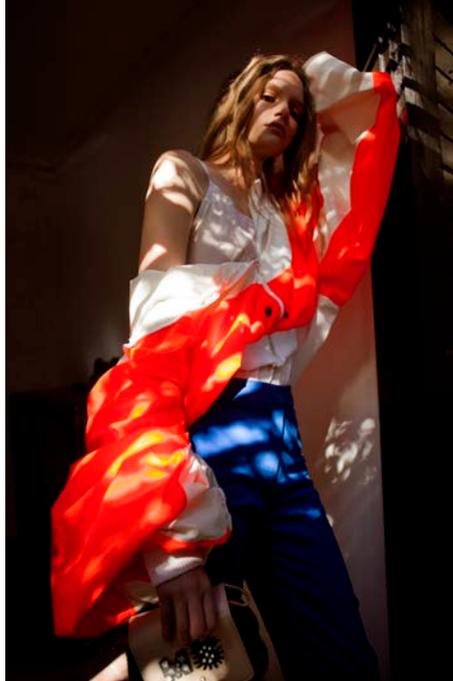
**Vogue Italia's** senior photo editor, Alessia Glaviano, published the work of six Mastered teams on PhotoVogue – Vogue Italia's digital platform. This highlighted stories from a Mastered collaboration brief entitled "Say Something" set by stylist, and Vogue Italia's fashion editor-at-large, Patti Wilson.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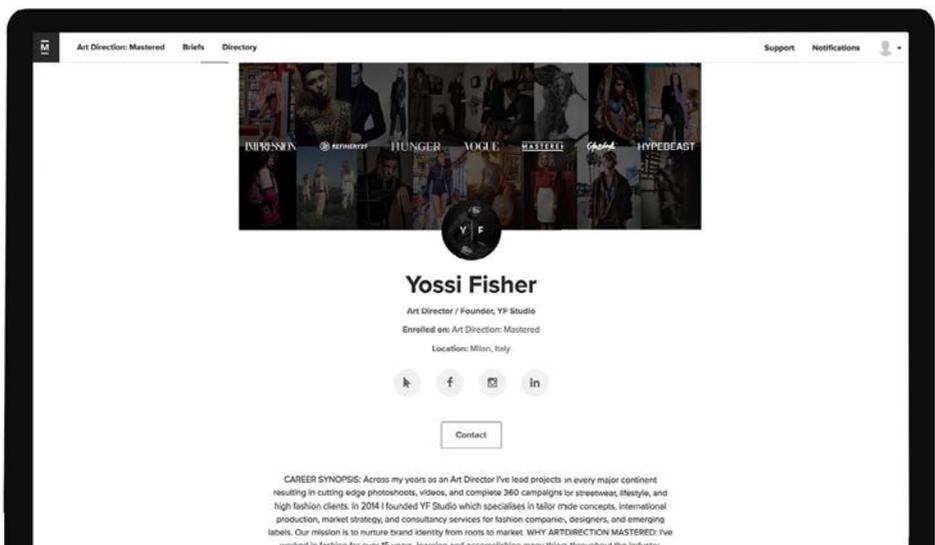
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Securing your place

# 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

NAFS

**LV**

Christian  
*Louboutin*

**VOGUE**

**FARFETCH**

**OPENING  
CEREMONY**

**KENZO** PARIS

**VFILES**

*Vivienne  
Westwood*

**GARAGE**  
GARAGE Magazine

**COMPLEX**



HIGHNOBIETY

**tumblr.**

TOPSHOP

**allure**

**scratch**<sup>®</sup>  
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 print edition 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.



**“One of the reasons why  
I’m excited about the  
Mastered Accelerator  
program is its holistic  
approach: skills, exposure,  
network, and mindset.”**

**Hubert Cosico**

Fashion Styling: Mastered alumni

Learn-by-doing

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Be seen

**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

“It is an honor to be among this diversity of talent from around the world. I believe we can all learn from each other, elevate our creative minds, and break barriers through each of our work. Here’s to all of us on this exciting journey!”

**Jade Ashley Rabut**

Fashion Styling: 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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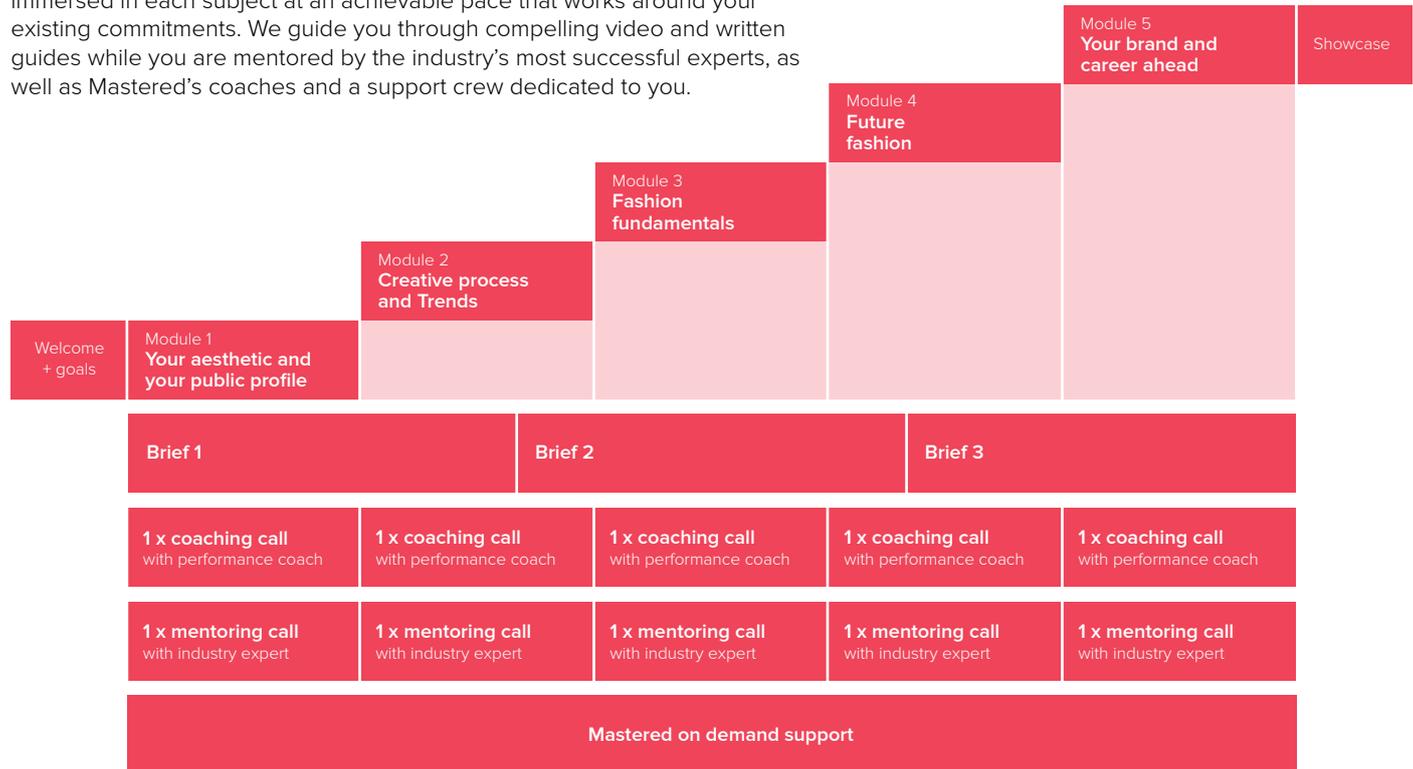
Mastered Live

**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 a fashion stylist, 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 trends

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, while putting 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
- Learn how to identify and use trends, as well as how to launch your own. You'll also discover how brands use trends to influence, innovate and sell
- Understand how to turn concepts and ideas into a finished product that fits the needs of the fashion industry, creating a demand for your work

# Fashion fundamentals

Today there are more magazines, brands, designers and celebrities than ever, all keen to work with talented stylists. Each will have their own type of brief and require a different approach from you every time.

Here you'll learn the fundamental skills needed to adapt your craft across the industry, and discover how to work with the titles and brands that align with your goals.

## **In this module, you will:**

- Learn how to get editorial and commercial clients, plus explore how to land lucrative jobs, such as TV, private clients and celebrities
- Gain insight into working with diverse collaborators within creative teams, and the varied roles you'll need to take on to work successfully in this area
- Be introduced to stylists regularly working with celebrities, who will take you through how they work to build a successful client image
- Cover the skills required to make it as someone's go-to stylist: from forging lasting relationships to how to prepare for working with high-profile clients
- Understand the roles of part time and full time assisting in the fashion industry, and whether it is right for you

# Future fashion

There are more opportunities than ever to showcase your skills as a stylist and pitch yourself as an original, adaptable creative. It's about making the most of the increasing opportunities available in the changing fashion industry, and creating ideas that match the demands of magazines and clients who want to stand out from the crowd.

Here you'll learn the next steps of bringing your styling to new, diverse audiences and gaining a reputation as a desirable, forward-thinking stylist.

## **In this module, you will:**

- Discover wider job opportunities available to you in fashion, and how to apply and adapt your styling skills to get work with a range of clients
- Learn how the fashion industry is changing, and how you can take advantage of this to solve problems for magazines and brands who want to develop in the digital world
- Understand more about the 'next steps' roles available to you as a stylist, from fashion directing at a magazine to creative direction for a brand, and lucrative consultancy work

# 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 brand.

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 to 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 to 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

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Mastered Live

Accelerator overview

**Securing your place**

**“It gave me the push to  
really jump out of my  
comfort zone and current  
role and throw it all out to  
the universe and see whats  
out there.”**

**Scott McDonald**

Fashion Styling: 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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**MASTERED**