

A woman with long dark hair is wearing a red furry hat with two large pom-poms. She has goggles with purple and gold frames on her forehead. A yellow mask covers her mouth, and a red furry mustache is attached to the bottom of the mask. She is looking directly at the camera with a slight smile.

# Accessories: 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



*"The Mastered accelerator is number one, giving the ins and outs of the industry and having creatives link together and collaborate, with opportunities to travel the world and work with industry professionals"*

Jordan Kent, Creative director VSN1921

Streetwear: Mastered alumni

Image credit: VSN921





# Your accelerator experience

Image credit: Chiara Predebon

# The accelerator follows your individual career journey

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

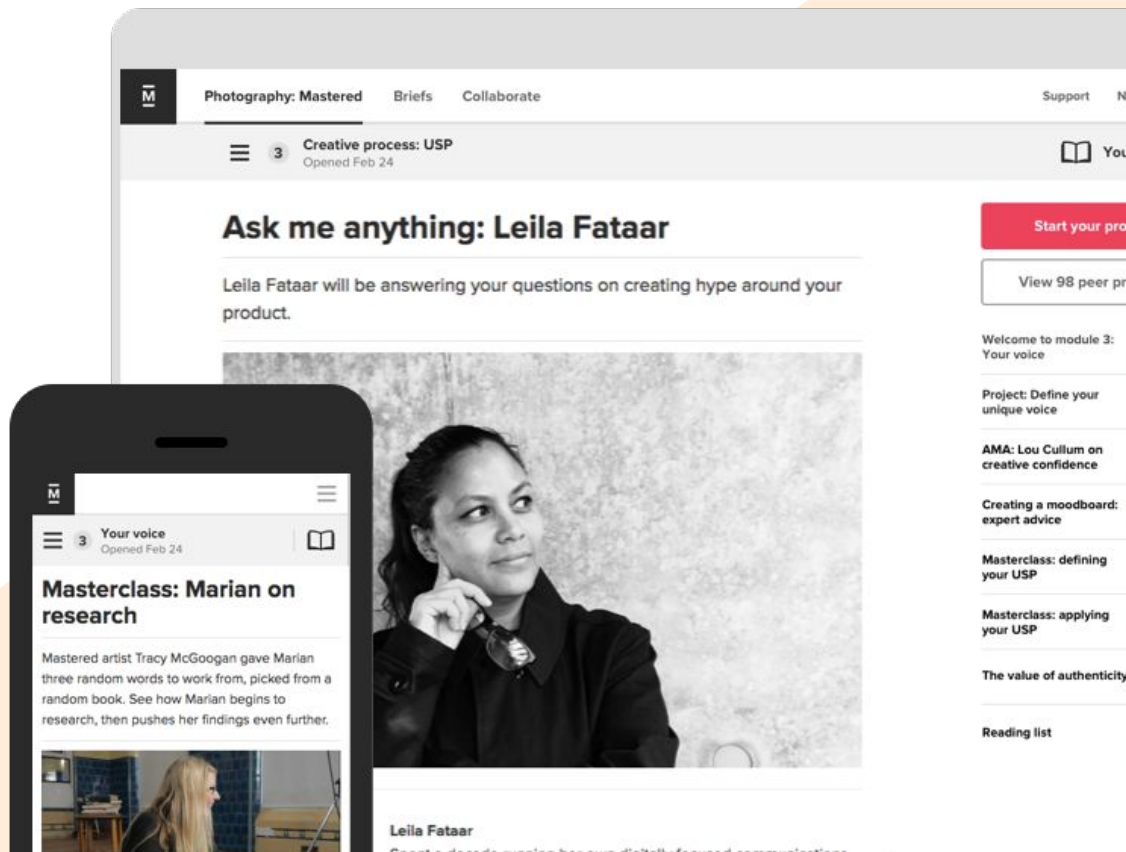


## LEARN BY DOING

# 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 related to your brand in each module.



## Some of the experts confirmed for the 2018 Emerging Brands accelerator:

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



**Ben Mazey**

Design director at Kenzo



**Chris Fisher**

Head buyer at End Clothing



**Benn McGregor**

Senior buyer menswear at Harvey  
Nichols



**Eleanor Robinson**

Director of Accessories and  
Childrenswear at Selfridges



**Carol Lim & Humberto Leon**

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



**James Millar**

Design director, Liberty London & Liberty  
Fabrics



**Kate Brindley**

Global communications director, Nicholas Kirkwood Ltd



**Noah Bernard**

Creative director of Samsung Electronics Europe



**Laura Wathen**

Early stage investor at Pentland



**Nura Khan**

Style editor of British Vogue



**Morad Sabri-Tabriz**

Vice President of global merchandising at Bally



**Meera Sleight**

Senior Print Designer at KENZO





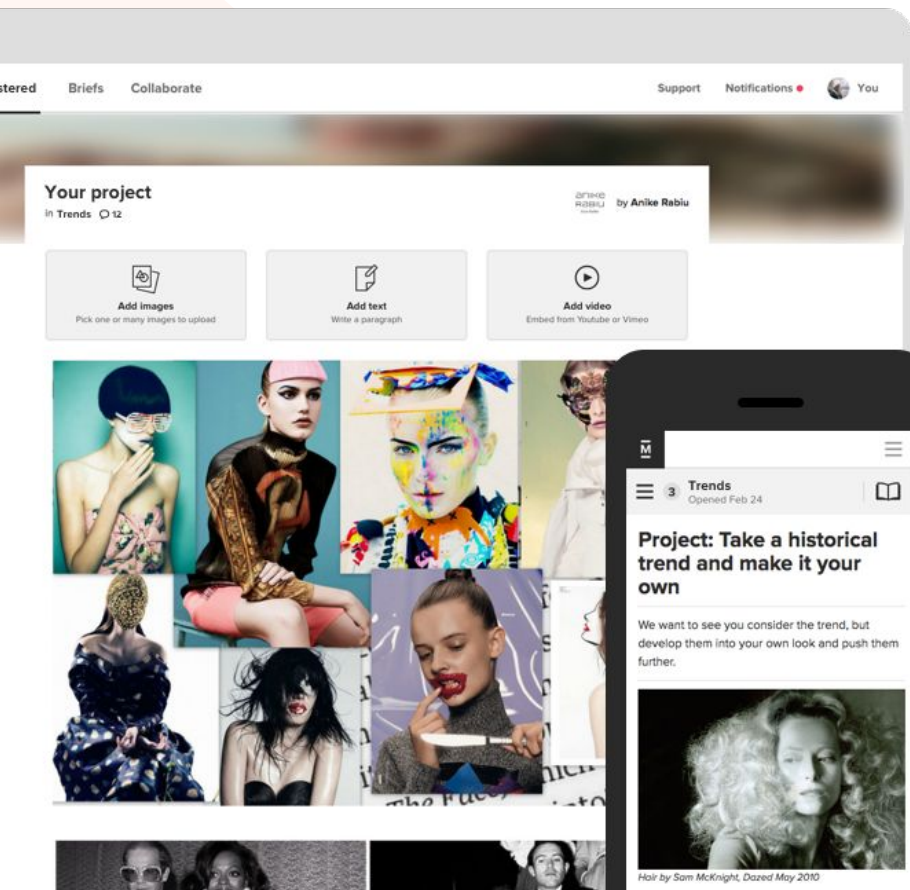
**Bryony Stone**

Deputy Editor at It's Nice That



**Stavros Karelis**

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



## LEARN BY DOING

# Complete practical projects relevant to your brand

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 as you're developing your brand. You'll get personal expert feedback on these projects.

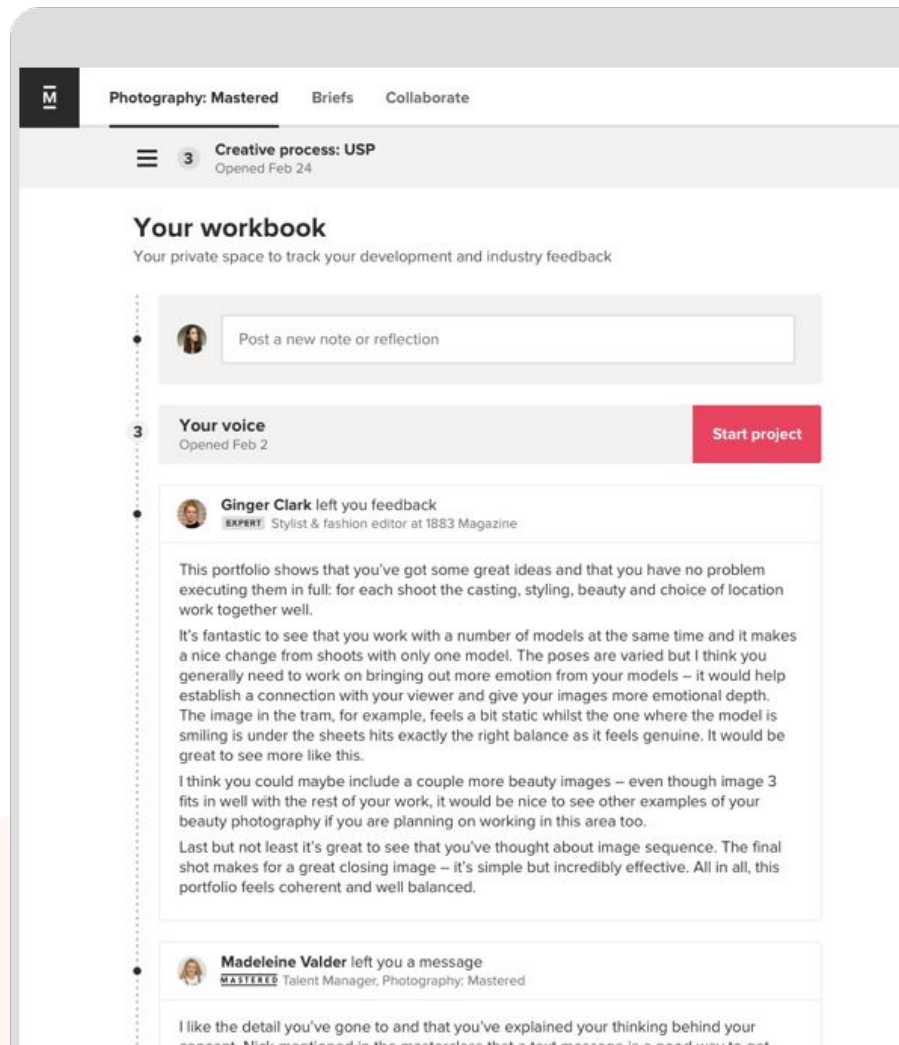
- Projects are specifically designed to fit around your existing commitments and the work that will push your brand further.
- You upload text, images and videos into your project on the platform. You can check in on your peers' projects and give them feedback.
- All the materials in the module will support you in doing your project. Deadline dates for feedback will be clearly communicated.
- You'll get guidance and advice from the Accessories: 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 as your 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, Mastered coaches, and supportive content will be 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 reviews of your brand's online presence 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 will be 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 business advice. They will review your brand's online presence, 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 brand's place in the industry, and whether your work and imagery 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



*“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 BUSINESS 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 accessories 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 brand.

## REACH YOUR BUSINESS GOALS

# Record your business goals and work towards them

In creating new work and receiving personal feedback and talent support, the accelerator helps you achieve your unique business 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 individual brand journey.
- All your feedback and summaries from coach and mentor calls will be stored in your private journal. You will update it with your own reflections on how you are working towards your 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 2017 briefs set by art director and editor **Fabien Baron** and fashion photographer duo **Inez and Vinoodh**.
- You'll use the briefs as a stimulus to form a team, develop an idea and create images as your final response.
- You'll become a better collaborator and have knowledge of how to create incredibly strong imagery for your brand.
- We'll provide tools to connect you with makeup artists, hair stylists, art directors, photographers, stylists and other 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.

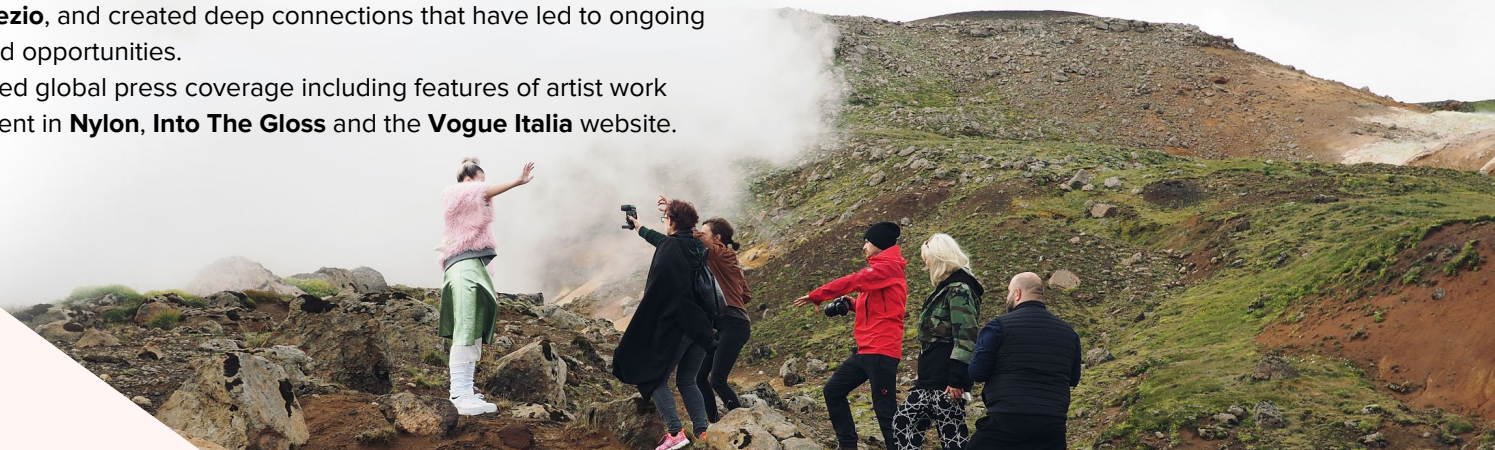


COLLABORATE AND BE SEEN

# 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 create 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 showcase brands. 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



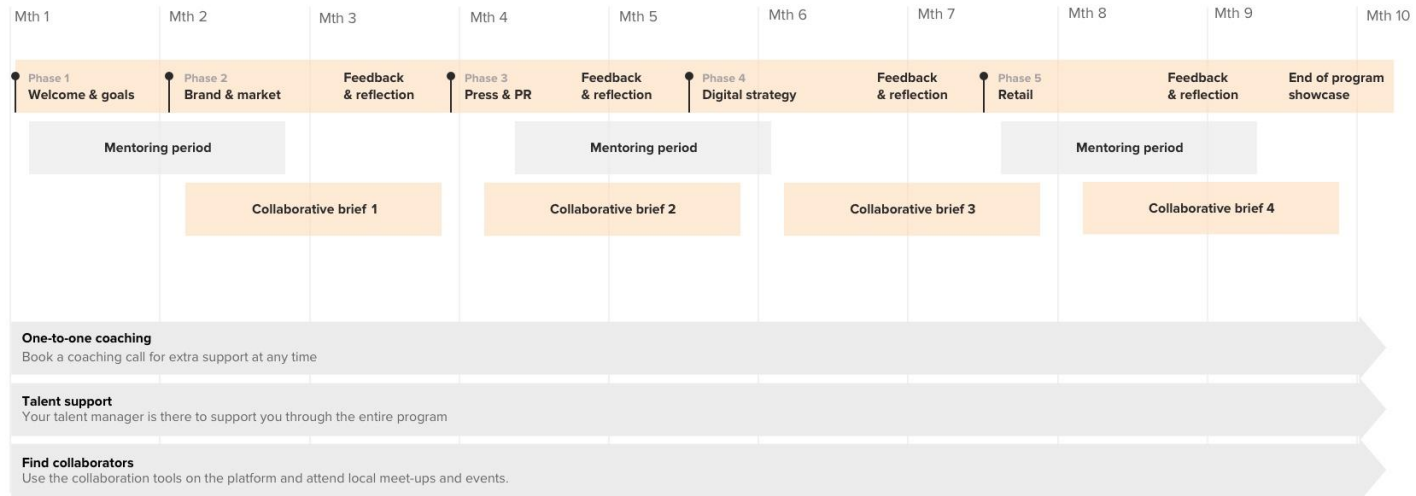




# Your year ahead

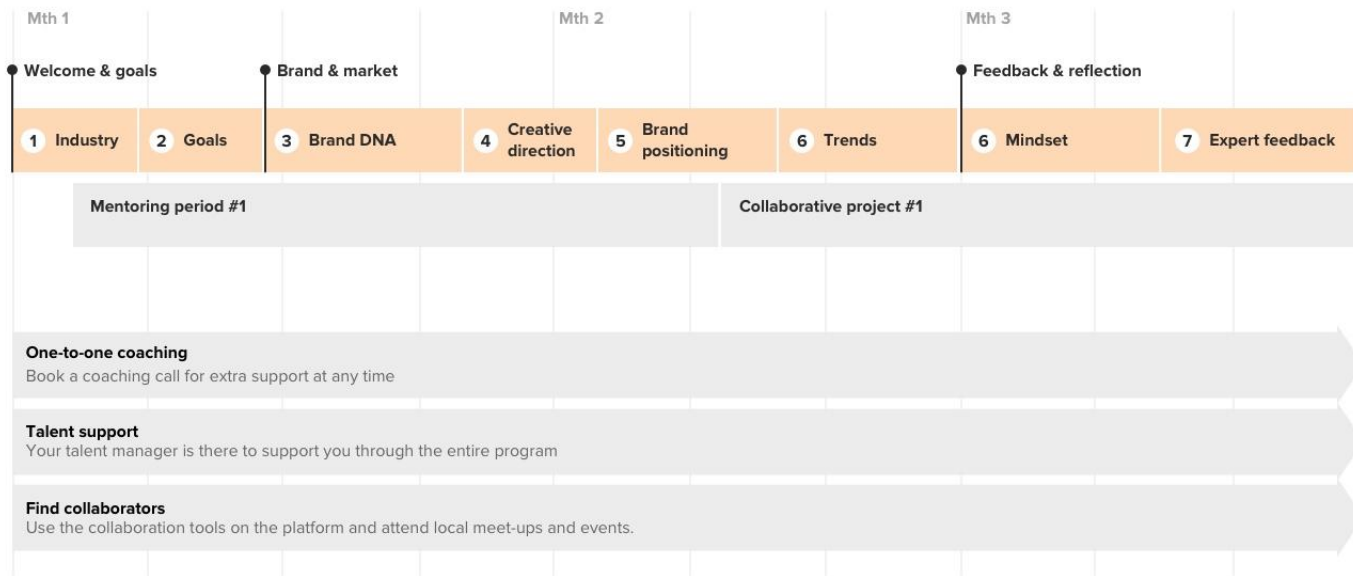
Image credit: Julia Grossi

# 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



Please note: This schedule is for guideline purposes only and subject to change.  
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## Your goals

Just as building a brand isn't about creating something and sticking it on social media, there's no one-size-fits-all formula for success in the fashion industry.

During the accelerator you will:

- look at what success looks like for *you*, specifically.
- get set up to make the most of your year with a deeper understanding of how to build a truly successful, global brand
- get expert feedback and guidance, you'll then start to identify your brand goals and plan your first steps towards realising them

# Define your brand DNA

In an oversaturated industry, a strong and coherent brand DNA will set your brand apart. It will help you to create a point of difference for your brand, and give you a starting point by which you will judge and make all your brand decisions.

During the accelerator you will:

- distill your brand DNA into a single, succinct concept on which to build your brand
- Learn the difference between your brand's inspiration and your brand's core dna to ensure that you don't waver from your brand values

Image credit: St-Dié







## Analyse your creative direction

Creative direction is what distinguishes a brand owner from a designer. In this part you will take your brand DNA to the next level and make sure your whole brand aesthetic encompasses it.

During the accelerator you will:

- incorporate art direction and styling to take your brand from its starting point to a place where your brand DNA is fully reflected throughout your entire brand universe.
- ensure your brand will always look consistent no matter where your audience finds your product.

# Define your brand positioning

In this phase we look at positioning your brand within the market and the wider industry.

During the accelerator you will:

- leave understanding the competitive landscape of your brand and how you can find, and own, your own space within it
- understand who your core customer is, setting you up to make the right decisions on everything from pricing to distribution.

Image credit: 13-Thirteen





## Trends and the market

Working with trends is not about knowing what's going to be the next big thing, but understanding how you can use what is happening in society and the marketplace to expand your business.

During the accelerator you will:

- cover the importance of trends, how they inform your design process and how you can move trends on, keeping your brand relevant.
- understand the difference between incorporating a trend into your collection and putting your own creative stamp on a trend to help sell your product.
- learn how trends can provide you with opportunities to grow your business

# Press

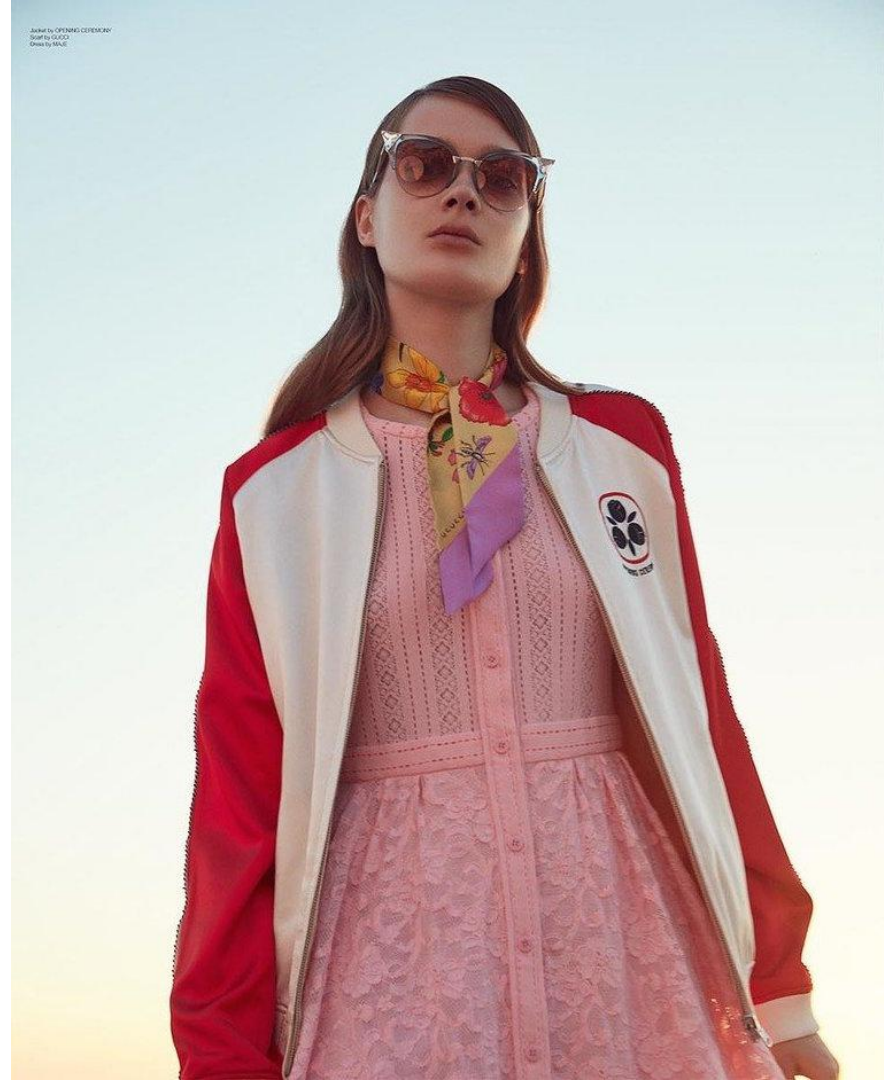
Getting press attention attracts retailers and gets you in front of your consumer. The media is changing, but the traditional press route is still an important part of building a solid brand reputation.

During the accelerator you will:

- learn how press can benefit your brand, what publicity options are open to you and how to capture the attention of journalists, who receive hundreds of press releases a day.

Image credit: Chris Hunt

ARKET by OPENED CERAMIC  
Shelf by GUCCI  
Dress by M&S







## PR

Creating a buzz around your brand is an integral part of attracting buyer, press and buyer attention.

During the accelerator you will:

- put your creativity into marketing activities will create the right press and buyer attention for your brand.
- explore how events, installations and collaborations can refresh your brand's image
- alert people to a new collection or create an authentic brand experience for buyers and customers.

Image credit: Entropy

# Digital strategies

Building an online community is essential to any brand's success. Social media is not just about pretty images, it's about growing a loyal consumer base on a global scale. And the potential return on investment is exponential.

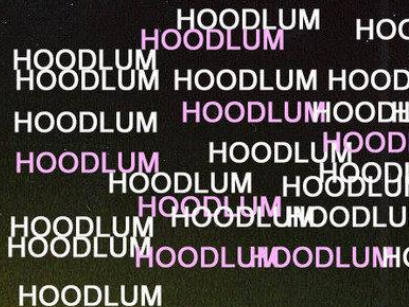
During the accelerator you will:

- learn how to build a relevant following, whose interest you will be able to convert to custom.
- connect with the latest thinking and strategies on growing a brand in a digital age, so you can understand what channels are your best social media outlets
- learn how to exploit those channels and how to use digital strategies like facebook targeting and SEO to ensure your brand gets in front of the right customer.

Image credit: Sileгнаed







Now you've built your community, you need to sustain them with engaging and relevant content. Showing the same creativity and flair you do in making product, doesn't need to be expensive or time-consuming and is great way to distinguish your brand from the rest of the market.

- create and deliver a piece of content that reflects your brand's DNA, and truly engages your follower.
- explore the latest trends in content branding, taking you beyond traditional approaches like lookbooks and blog posts
- learn how to measure the success of your output so you can strategise future releases.

Image credit: Hoodlum

# Ecommerce

Retailing online is more than just the sale, it's about creating a customer user experience that keeps them coming back.

During the accelerator:

- You will pinpoint the key performance indicators you want to achieve with your e-commerce and then learn how to optimise your online sales channels for maximum return on investment.

Image credit: Vanessa Gilovich







## Wholesale

Selling through third parties is important not only for the sales themselves, but also for brand alignment, marketing and merchandising.

During the accelerator you will:

- get insight into how buyers think, and what it takes to not capture their attention but get them to place that order.
- learn to identify the right retailer as well as the pitch; we will show you how to find the right ones for your business and how to approach them
- ensure you have all the assets in place for that important first contact.

# Exposure and business planning

It's important to think about how you put everything that you've learnt throughout the accelerator into practice to set your brand up for the coming year.

During the accelerator you will:

- go through the process of creating a business plan that clearly outlines your brand's direction as well as how to define where you'd like to see your brand in five years' time.
- explore the immediate next steps you can take to achieve investment for your business, if this is something that's important to you.
- reflect on your goals, values and motivations to understand how they've changed, how you've progressed and what to do next.

Image credit: Izack Morales



# Get return on your investment

As part of the accelerator you'll get...	Or you could pay for...	Which would cost you...
Branding advice	A brand consultant	1 day at \$850
Instagram: how to maximise your brand reach with the right influencers	A social media marketing course	2 days at \$399
Personal coach	Mindset coaching	\$500 per hour
Exclusive, in-depth interviews and ask-anything sessions with industry mentors	A seminar with an established designer or brand	\$250
Insight from leading fashion forecasting service WGSN	A trend forecasting seminar	\$250
A network of people to collaborate with on your lookbook and other image assets	1 day look book shoot	Professional photographer, stylist, model and assistant fees \$3500
Digital showroom	A trade show	Approximately \$3000
Marketing & PR (exposure)	A marketing consultant for a week	\$1200
Industry mentors	1 day with a mentor	Average \$500-\$1000
Industry expert feedback and guidance	Consultancy	\$300 per hour
Unrivalled networking with other Menswear designers & brands.	A professional industry brand focused networking event	\$100
Invite to Mastered LIVE an in person event to network with the industry (including food and workshops)	Hosting an event to promote your work and get noticed	\$3500

Mastered accelerator	<b>\$6,300*</b>	Industry Equivalent:	<b>\$16,849</b>
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\$6,300\* USD price based on payment in full.

# **Make 2018 count.**

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