

A person is sitting on a wooden bench outdoors, leaning forward to tie their sneaker. They are wearing a light blue denim jacket over a dark shirt, olive green cargo pants, and a bucket hat with a paisley pattern and a label that says "No collection". A peace sign necklace is visible. A large, brown leather duffel bag with a grey patch and metal buckles sits on the ground next to them. The background shows a stone wall and some greenery.

MASTERED

## Join the new breed

Over the last four years, we've worked with some of the most respected experts in the fashion industry and over 4,400 creative professionals from over 95 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.

A certain type of fashion brand is thriving in this new world. They build fan communities on social. They're agile and entrepreneurial. They are international in their reach and true to their roots. They are authentic and individual to their founder.

We've developed this accelerator to help you build this new type of fashion brand – and claim your place in the industry of the future. Take a look at what the six months could hold for you.

*Perri*  
**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



# A completely new model to support talented creatives

We designed this accelerator around four elements that will be the key to your brand's transformation. Feedback. Coaching. Insight. Community.

## **Feedback and mentoring**

To help you navigate a difficult industry, you will get your own mentor, an established industry insider, who will call you each month to give you the honest feedback and advice you need.

## **Performance coaching**

Successful CEOs and top athletes have personal coaches to help them get the mindset shifts they need to achieve their goals. On this accelerator, you will get your own personal coach.

## **Industry insight**

We've worked with handpicked industry experts to create high-quality content, sharing everything they know - from social media to new routes to market - so you can act on your feedback.

## **Community**

Building your team and establishing the right relationships is key to the success of your brand. Which is why the Mastered Live event and our global talent directory are important to your experience.





# Feedback and mentoring

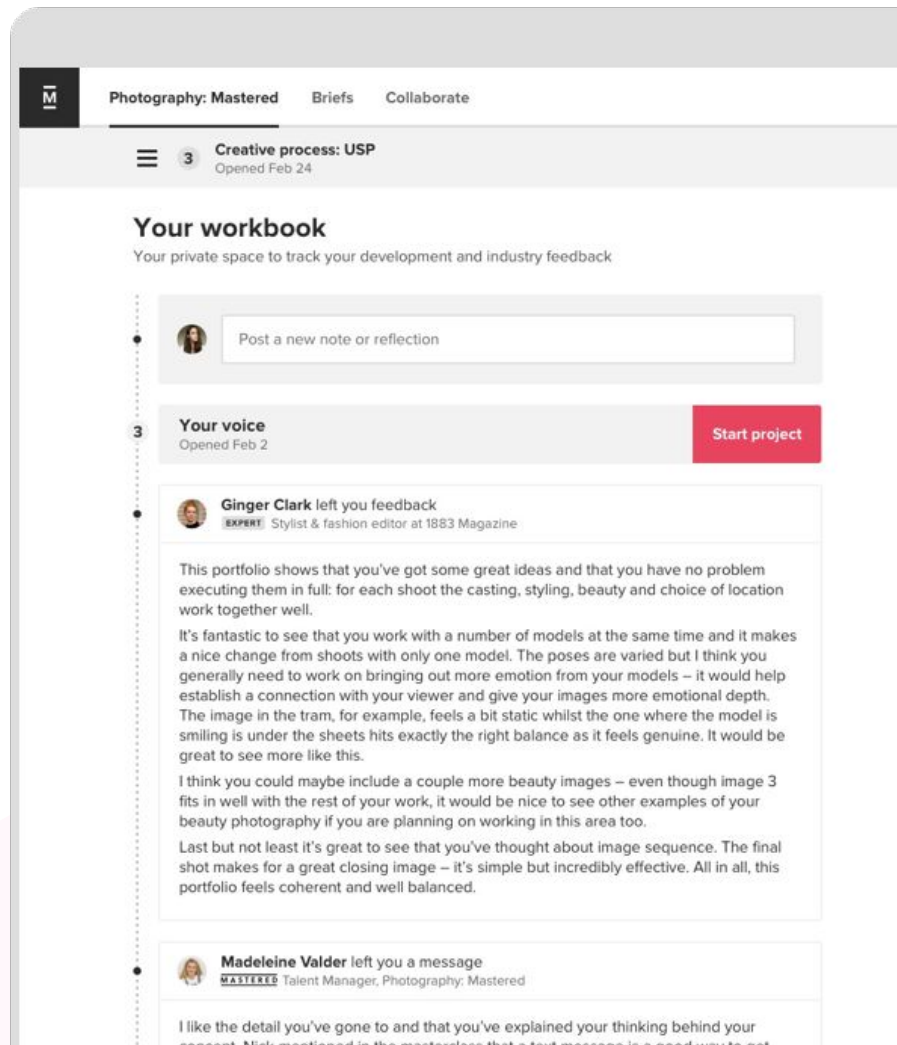
Makeup by Amy Richardson

## FEEDBACK AND MENTORING

# Get personal guidance and actions in mentoring calls

Every month for six months, you'll receive a private mentoring session with an industry insider.

- You will be matched with a mentor at the beginning of the accelerator who will give you advice specific to your career goals.
- Before the call you will be guided to create an agenda and prepare any work you'd like feedback on.
- On the call, you will discuss your goals, review your work, agree your next steps, and make sure you are always progressing.
- Afterwards, your mentor will create a written summary of the call in your private workbook so you can reflect on the things you discussed at any time.
- Your mentor will also confirm any actions you agreed to do before your next call, and provide you with personalised recommendations for video content you should watch to help you keep moving forward.





*“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, Makeup: Mastered

Makeup by Alena Moiseeva





# Performance coaching





## PERFORMANCE COACHING

# Get personal coaching sessions to tackle what's holding you back

If you've been held back by confidence or resilience issues in the highly competitive fashion industry, we will help you overcome them and get the success you deserve.

- You'll have access to an in-house personal development coach throughout the accelerator.
- You'll be able to book 6 monthly one-to-one calls x 45 mins each
- Your coach will discuss specific issues, from creative confidence, to procrastination, to collaboration, and anything in between.
- All your summaries from your coach will be stored in your private workbook, which you can update with your own reflections.
- With performance coaching you can hone the mindset you will need to reach the goals you set for yourself and your brand.



*“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 feedback is beyond what I dreamed this opportunity would present me.”*

Lavonne Anthony, Makeup: Mastered







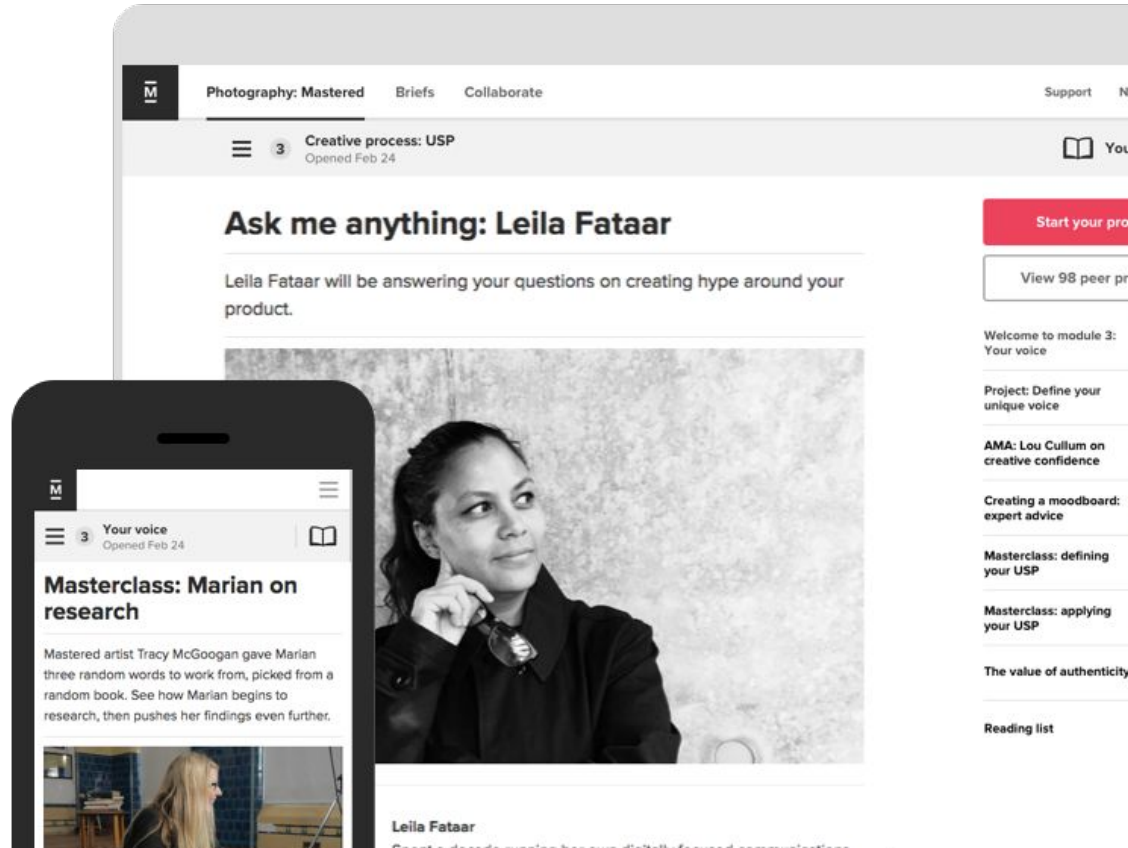
Industry  
insight

## INDUSTRY INSIGHT

# Hear from experts and get industry ready

From the moment your accelerator starts, you will have access to an exclusive library of video content and written materials from experts who are working and succeeding today.

- You'll hear from industry experts via video 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
- You will also get personalised recommendations for the specific content that will help you act on the feedback you get from your mentor.
- Lifetime access to the materials allows you to revisit the knowledge whenever you need it.





## Some of the experts who featured in recorded video content in 2018



**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



**Stavros Karelis**

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



**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



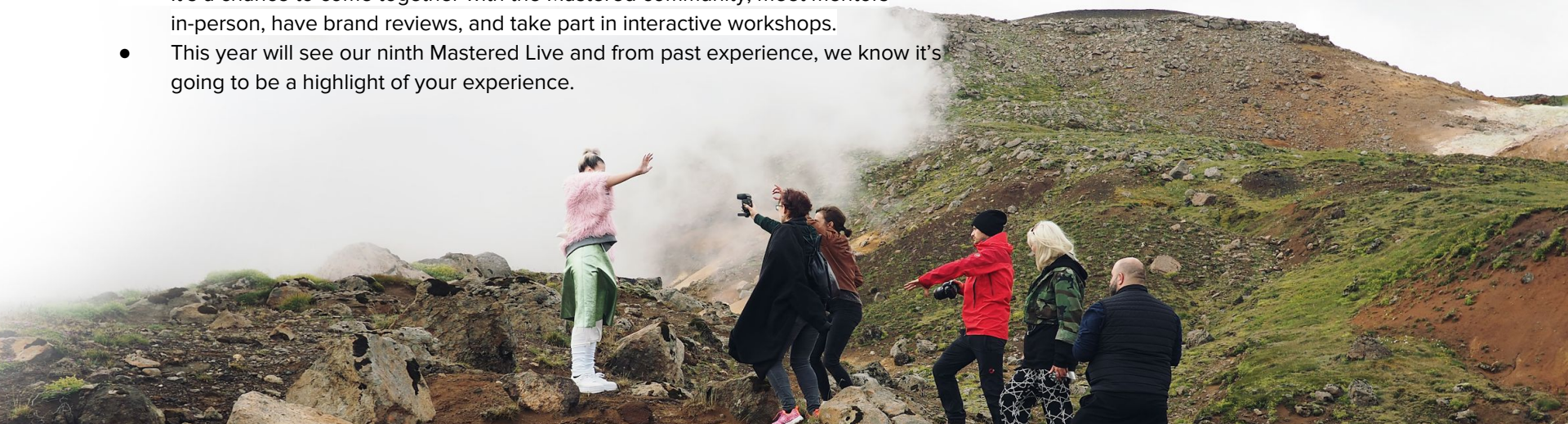
**Global  
community**

## COMMUNITY

# Mastered: Live

No one succeeds in this industry alone. The relationships you build and the teams that you form are key to your success. Mastered Live has been designed to help you find your tribe.

- Included in your accelerator experience is an invite to **Mastered: Live London**
- Attendance to Mastered: Live is free, you just need to pay for your travel and accommodation - we'll make recommendations on both.
- The event is held over two days at the beginning of June.
- It's a chance to come together with the Mastered community, meet mentors in-person, have brand reviews, and take part in interactive workshops.
- This year will see our ninth Mastered Live and from past experience, we know it's going to be a highlight of your experience.







*“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

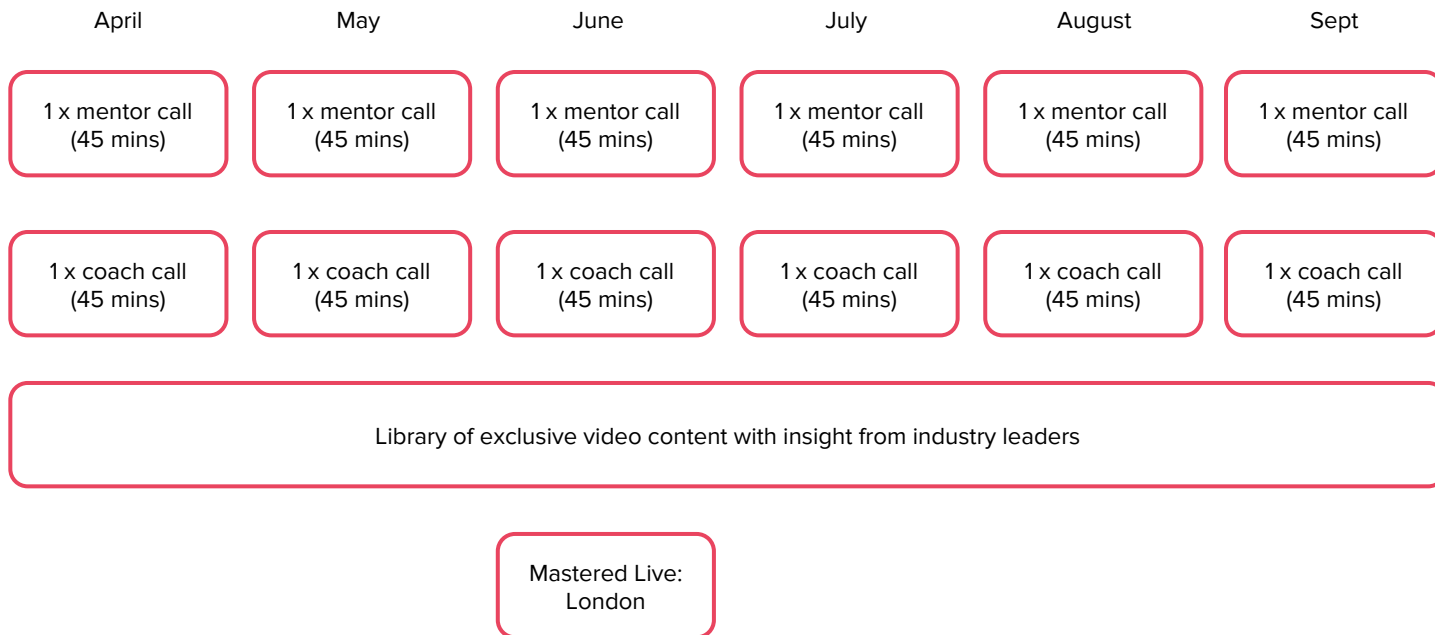
Mastered Live: Iceland collaboration, featured on Vogue.it. Photographer: Djeneba Aduayom



# Your year ahead

# Your schedule

Your accelerator journey has been designed to work around your existing commitments. Each month you will have two calls - one with your mentor and one with your coach - who will follow-up with specific videos and resources recommended for you.



# What alumni say

*“This has been the most important part of my career [...] and a place I have felt the most recharged and excited.”*

Deanna Garand

*“I feel much more confident about what kind of MUA I am and what’s next for me.”*

Valentina Gretsova

*“Thank you for flicking the switch on my creativity. I’m so inspired.”*

Bernice Dodd

*“It’s changed me completely. There’s nothing I feel I couldn’t do now. I can easily say that you changed my life.”*

Bina Khan



# Fees and finance options

**6-month accelerator | starts April 2019**

Speak to our admissions team for tailored finance options - email [terence@mastered.com](mailto:terence@mastered.com)

<b>Payment plan</b> (payable over 10 instalments)		<b>Pay in full</b> One upfront payment	
£350 / mth UK pricing	\$480 / mth USA and rest of world	£3,500 UK	\$4,200 USA and rest of world

# **Make 2019 count.**

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