



“OFF-WHITE”
STAFF UNIFORM
2013-2016

Streetwear: Mastered

PROGRAM SYLLABUS



“I wish there had been a program like this when I was at a younger age telling me, ‘Hey, this is the career path that exists.’ ”

VIRGIL ABLOH

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M/STREETWEAR

Put your brand on the map

Streetwear: Mastered is a 15-week online program to get your brand ready for the global stage.

Led by a team of experts and brands and curated by Virgil Abloh, this is a program to accelerate your brand by honing how it's defined, understanding where it sits in the market, and telling your brand story to get the attention of stockists, press and fans.

If you're aiming to build a cult following and are obsessed with creating world class product that moves streetwear forward, this program is for you.

We're looking for 400 of the most talented, passionate and committed Streetwear brands in the world to take to the next stage.

Are you in?

“I thought I was a little crazy when putting this shoot together with a crew I’d never met. But all came together and could not be happier. All credit to Nick and you guys at Mastered for creating these opportunities and pushing us all to create pictures out of our comfort zones.”

AMANDA FORDYCE

Right: Amanda’s work from
Photography: Mastered with Nick Knight



How the program works

The program starts on April 20 and runs until the end of July.

This course is taken entirely online, which means the learning process happens wherever you are in the world. It also means flexibility, so you can work around the demands of your business and brand.

There will be video lessons to help you complete your projects, regular feedback and filmed one-to-one sessions from our experts, and it culminates in a live showcase event of your work to experts, press and retailers.

Every week for 15 weeks, are you ready?



ALIFE

MEET THE EXPERTS

Led by team of experts

Fraser Cooke, is experienced as a buyer, a retailer, stylist, and now resides in Japan and is widely considered the streetwear world's pre-eminent master of cultural marketing.

Jörg Haas has been one of the driving forces behind Germany's street culture and creative scene for 15+ years from when his online magazine BEINGHUNTED was founded in 2001, through to his position as co-founder and creative director for retail operation The-Glade/Firmament.

Brooklyn based artist **Eric Elms** is an artist and designer for a client list that reads like a who's who of the streetwear market, working with everyone from Supreme to Stussy. Eric is also founder of Partners & Others an all encompassing creative agency and publishing platform for the likes of Leo Fitzpatrick, Aaron Bondaroff and Neck Face.

Rob Jest is a art director, graffiti artist and founder of the Alife brand and the legendary New York sneaker store Alife Rivington Club. Through his many creative projects, Rob has been a constant figure of inspiration and resource working with brands such Reebok, KRINK, Timberlands and more.

Identify your place in the market

Finding your brand's place within streetwear aides the design process and development of credible authentic product, which is why you'll start off with a project that goes straight into what makes a successful brand, understanding your place in the scene. You will identify areas of market growth, where it's happening and how you can capitalise on it.

Mentored Development Project

You will be tasked to create a visual presentation for your brand which will help you understand your place in the streetwear market.

Along the way, you'll learn from various experts from around the world such as **Fraser Cooke, Kevin Poon, Jörg Haas** and **Leah McSweeney** who will talk about where the market is going, how it's changing and how to make the most of it!



Define your brand

You'll learn why defining your brand is important not only for creating new products, but crucially, for communicating it to a wider audience.

Virgil will share his own methodology of stripping a brand back to its core. You will also explore a sector in culture outside of your frame of reference. Your visual identity should come from more than just streetwear, and this part is about helping you find that.

Defining your brand will aide the design process and development of credible authentic product. **Virgil Abloh** will elaborate on his many inspirations and pursuits within and outside of streetwear, along with **Kyle Ng**, co-founder of Brain Dead.



Communicate your story to retailers & press

The best editors, PRs, brand consultants and designers know the importance of having a good story, and telling it well. In this part you'll learn how you best communicate your brand story to grab the attention of retailers and press, so that they want to hear from you, rather than you having to chase them.

Mentored Development Project

In this part you'll be set a task to help you create the content that will get you noticed. You will hear from brand owners who found their unique voice, and the moments when product and branding came together and created commercial impact.

You'll also find advice on PR, social media, marketing and working with brand ambassadors from **Kyle Ng**, **Jörg Haas** and **Paul Mittleman**.



Maximise digital to get fans and customers

Streetwear encompasses a huge swathe of today's fashion, culture, media and entertainment industries, and this would never have been possible without the power of digital.

We look at various channels for your brand, and how best to connect and create credible authentic communications for each channel. Using digital properly will help you to connect to a core fan base of customers whose interest in your brand will surpass short lived market trends.

Mentored Development Project

This part will help you create communication strategies that reflect your place within the culture, and that can be shared with your customer base.

The aim is to signal a love for your niche that goes beyond the simply commercial, and building that deeper, authentic connection with your community. You'll be helped to achieve this with a masterclass from the likes of **Mike Cherman** of ICNY Sport and more.



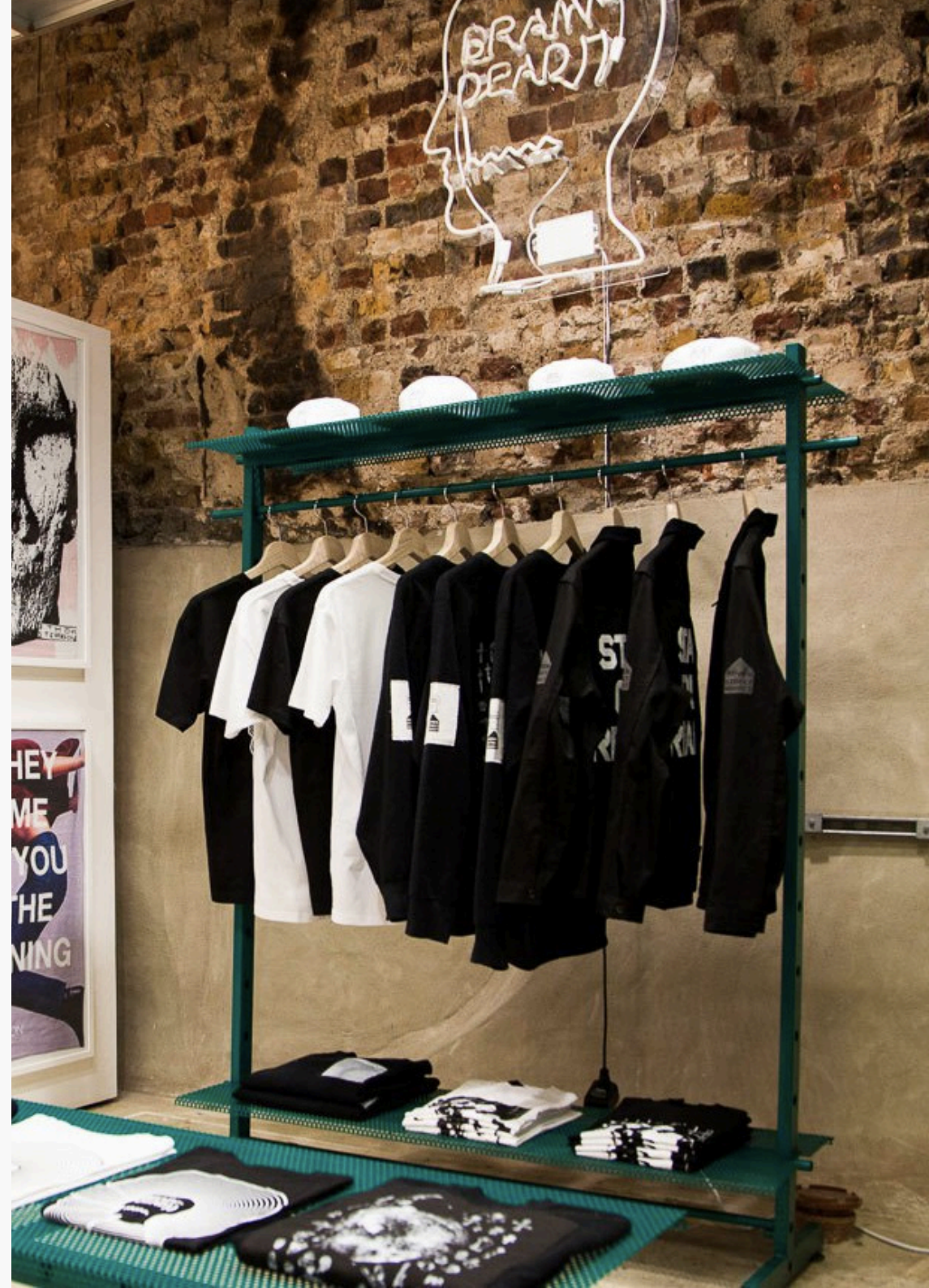
Elevate your current product & showcase it to the people that matter

Finally, you will take everything you have learnt about who you are, your place in the scene, how to tell that story, and apply it to refine your current product range. Product is essential and it's important that your brand and your product tell the same story.

Final showcase

The program will culminate in a showcase of your work to the creative community, industry insiders and press at an exclusive event in London - ready for you to get the exposure and recognition that will take your brand to the next level.

To help you get ready, this section will include a masterclass led by **Fats Shariff** of No Brand Apparel, who are responsible for producing clothing for Palace, Patta and others.



BONUS - OPPORTUNITY FOR A BRAND COLLABORATION

Opportunity for a brand collaboration

On this program you'll have the chance to be selected for this incredible opportunity to work on a real-life collaboration proposal, with an established industry brand.

This opportunity will give you the chance to develop an understanding of how to utilise the power of other brands, with their own communities and fanbases, for the benefit of your brand.

Executing complementary partnerships is a huge part of getting the recognition and growth you are looking for.

This is an exclusive opportunity on Streetwear: Mastered.



BONUS - GET YOUR BRAND FEATURED ON HIGHSNOBIETY

Get your brand featured on Highsnobiety

We've partnered with Highsnobiety, one of the most prominent online streetwear publications.

The Highsnobiety team will offer expert feedback throughout and at the end of the program, will feature ten of their favourite brands on their site.

Brands good enough to be selected by Highsnobiety will benefit from huge exposure to a global audience that could transform your brand's status and influence overnight.



ALSO ON THIS PROGRAM - COACHING & MENTORSHIP FROM MASTERED

Coaching from a Mastered coach

Getting your product and brand right is just half the story. The other half is about you. Building a brand is about its founder and your character, resilience, attitude, belief and so much more.

We know that building a brand can be tough, has its ups and down, and requires a lot of personal effort. The stakes are high, and it can be lonely. It's important to be in the right place mentally if you want your brand to succeed.

As part of the program you will have direct contact with a Mastered talent coach to make sure you're on track, provide help where you might be struggling and give personalised advice on whatever you need.



Introduction to manufacturing

For brands large and small alike who want to increase the profitability, efficiency and quality of their products, our Introduction to manufacturing will be the perfect place to start.

We'll give you an introduction to various manufacturing processes to get your product to market. You'll look at the way garments are made and how it could affect the growth of your brand.

For those more experienced with the manufacturing process, you'll find industry tips and tricks to negotiate the best price and schedule for your label. As well overcoming key issues such as factory minimums and exclusivity.



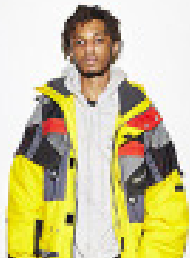
Who is this program for?

This program is for the next generation of leaders who have brands they want to take to the next level and the hunger to do so.

You'll be inspired, educated and accelerated but you must be willing to learn and push you and your brand forward. You'll need to graft to get your brand ready to be shown to the world. The journey won't be straightforward.

You must already have a brand with products, but now you're seeking wider recognition. You should be ambitious and show a passion to succeed. We're looking for collaborators and network builders.

If that's you, move straight to the front of the queue.





“Not too often are you encouraged to challenge your craft and push for new heights. Mastered offered this. Creatively you’ll be pushed, and commercially you’ll be informed but most of all you’ll leave feeling inspired and driven to be a better working artist.”

CHRISTOPHER POLACK

Left: Christopher’s work from
Photography: Mastered with Nick Knight

How to apply

This is an unrivalled opportunity to learn directly from industry icons and take your brand to the next level. We are looking for the most talented, passionate and committed streetwear brands, so when you complete the application form you will be asked a series of questions and be asked to share your website or ecommerce site.

Once submitted, you will be contacted by our talent managers, Subby and Martin, who will follow up with additional questions.

To apply, please complete the application form at mastered.com/programs/streetwear-mastered/application/new

Frequently asked questions

Who is the program for?

Ambitious, commercially active brands. You aspire to create products of unimpeachable credibility, you want to build a strong business in order to enable your most creative ideas, and learn how to collaborate with the best brands in the game.

What do I get as part of the program?

The program is four months and covers insider info, next level knowledge, insightful pointers and brand mentoring from some of the game's most respected experts. You'll be guided and develop new work which at the program's end will go on display to a panel of streetwear and fashion influencers.

How does the application process work?

You must apply to be considered for a place. You must register your interest, where you'll be taken to the application form. Following your completion of the form you may be contacted by a talent scout for further questioning. The first 100 places will become available on Thursday February 18. You need to apply now to be considered.

How much is it?

\$600/month × 4 instalments.

Who owns the work I complete on the program?

You retain all copyrights to work completed or shared on Streetwear: Mastered.

How much is Virgil involved?

The entire program, from content through to the experts, is curated by Virgil, but he is one of many experts and brands that successful applicants will hear from.

Do I get to meet Virgil?

No, sorry!

I want to break into streetwear, but don't have a brand yet - can I apply?

You must have a brand to apply.

How long does the program last?

The program lasts four months, after which you become an alumni. All program content is available to you for life, as are the connections you make and the work you produce.

How is the program different from free content already out there?

While some of the program is made up of exclusive video content, successful applicants will be taken through a process with many time-sensitive and feedback elements, concluding in a showcase for them with the industry.

How much time will I need to complete the program?

You get out what you put in, but we expect that once the program begins you'll typically spend five to eight hours a week viewing content and completing projects.

Contact us

Got more questions? No problem. Your talent managers Subby and Martin are available to answer any questions.

Call + 44 (0) 207 490 7178 (between 09:30 and 17:30 GMT, Monday to Friday)

Email subby@mastered.com or martin@mastered.com

Want to meet in person? Our HQ is 124-128 City Road, London, EC1V 2NJ UK





About Mastered

Mastered creates online talent programs for creatives.

Our mission is to connect creative talent like you with the industry skills and opportunities needed to succeed.

Wherever you are, whatever your background, if you've got talent, passion and commitment, we'll help with the rest. World-class talent scouts. Exclusive opportunities. Industry insight. For all.

Talent. Meet opportunity.