

# FASHION + BEAUTY INSTITUTE

The **Advanced Fashion + Beauty Institute (F+BI)** is an immersive 18-month career and business education program designed for growing entrepreneurs who have operated their business for 4+ years and have generated \$50,000 or more. You will receive guidance on designing organized educational initiatives (i.e. workshop series, signature talk, etc.) that can bring you income and how to elevate your personal brand within the fashion industry as an industry specialist.

You will enhance your confidence, knowledge and skills in educational program design, marketing, branding, sales and business operations.

The team will provide you with the coaching, mentorship, resources and connections needed to leverage business opportunities such as speaking gigs and providing educational programs for people in your industry or the general community.

This Institute is designed for dedicated fashion + beauty entrepreneurs who are driven to disrupt the status quo, break down and break through the barriers of economic disparity, while advocating for yourself and others within the fashion + beauty world.

The education and coaching are specifically designed to expand your understanding and motivate you to take full responsibility to do what it takes to meet your next level of success!

You should choose us because we have a proven track record helping people grow their businesses, clarify and elevate their personal brand, develop structured programs and increase their income.



## **FASHION + BEAUTY**

### **THIS INSTITUTE IS FOR YOU IF:**

**You are 18-35 years old**

**You have been operating the business for 4+ years**

**You have marketed your skills which has led to you making \$50,000+**

**You have a proven track record producing results**

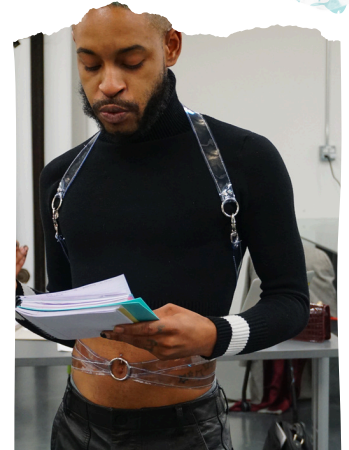
**You are seeking to increase your income while helping others learn**

**You are seeking to improve your confidence and organization skills when managing business operations to elevate your business productivity and results**

**You are seeking to increase your visibility in the field so you can secure more paid speaking gigs and share your skills and expertise through well organized programs**

**You are coachable - willing to accept intentional mentorship and coaching to help you advance yourself to a higher level**

**You are committed to participating in the full program**



### **STUDENT TESTIMONIAL**



The Institute helped me have a better vision of what my company means to me and how to successfully grow myself. I have a new understanding of the full aspect of running and owning your own company. The up and down will always happen but it's how you evaluate the situation, regroup, and deliver.

*Marcus*

2021 Fashion + Beauty Institute graduate  
Apparel and Accessory Designer  
MWM Fashion House



## **FASHION + BEAUTY**

**THE INSTITUTE IS AN 18 MONTH PROGRAM  
FROM FEBRUARY 2025 - AUGUST 2026:**

### **PART I**

#### **Career + Small Business Education**

When you enroll, you will:

- Enhance your industry language and knowledge
- Clarify your brand message, identity and visibility
- Develop well organized educational programs that teach and help others
- Receive assistance with pursuing and securing speaking gigs
- Increase your income
- Improve your public speaking and presentation skills
- Create an intentional community of support with industry peers and experts (entrepreneurship can be lonely we are here to help you build a community of support)
- Enhance your understanding and confidence when developing and managing contracts, proposals and overall business operations

### **PART II**

#### **Accountability Mentorship + Showcase**

You will be paired with a seasoned industry professional who commits to being your personal accountability mentor for 10 months. The mentor will help you maintain focus, assure goal adherence, and help you get to the next level in your career.

The mentorship relationship is designed to increase your success, help you navigate moments of feeling overwhelmed and support you with continuing to grow as an organized, confident CEO.

The culmination of the Institute includes a public industry showcase that allows you to highlight your brand, expand your network, and sell your products and services.



#### **STUDENT TESTIMONIAL**



**The magic the Coaches bring is not only in their areas of expertise but their interest to invest in our personal and professional development. Their ability to distill complex concepts into actionable steps and practical strategies has been instrumental in shaping my approach to business. Their insightful advice and thoughtful feedback has helped me navigate challenges, make informed decisions, and unlock new opportunities.**

*coco*

2024 Fashion + Beauty Institute graduate  
Fashion Event MC and Performance Coach  
Connect with coco

## **FASHION + BEAUTY**

### **INSTITUTE STRUCTURE**

#### **February 2025 - August 2026**

The Institute is an 18 month learning experience that takes place online and in person.

#### **(4) Retreat Immersions - 3 nights, 4 days in New York State**

Retreats will hyperfocus on phases and include implementation time to ensure you walk away with completed documents and strategies

#### **(1) Industry-Specific Business Trip to NYC Fashion District**

We will travel to NYC, the fashion + beauty capital of the US, to visit fashion + beauty brands and learn how industry professionals work together to beautify communities.

#### **Monthly Virtual Group Coaching Calls and Coworking**

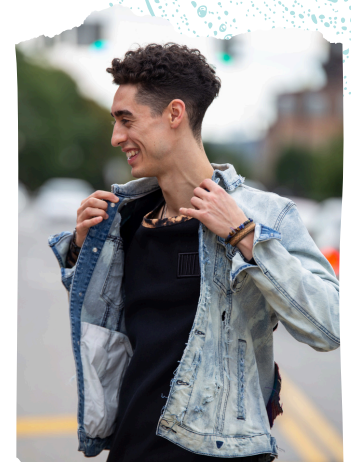
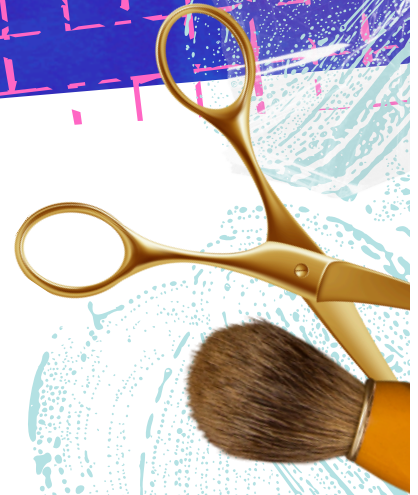
These will take place between retreats to proactively plan and prepare for Q1-Q4 business and brand activities.

#### **Private 1:1 Coaching**

These will take place between retreats and group coaching calls and coworking to provide an additional layer of personalized and tailored to you support to dive deeper as you execute your Q1-Q4 plans.

#### **Public Showcase**

This event will highlight your work and achievements to industry professionals and peers. This is your opportunity to selling your services or products.



### **STUDENT TESTIMONIAL**



**I was not prepared whatsoever, but it was what I needed. Man, did they give me everything I needed to be where I want to be now. It was a blessing. They paired me with a seamstress, so I learned pattern making and garment construction. I was student again but I was a student for myself!**

*Eugene*

**2021 Fashion + Beauty Institute graduate  
Founder, Made In Truth Clothing  
Apparel Manufacturer**

## **FASHION + BEAUTY**

### **TOPICS WE WILL COVER**

- Mindset Shifting:** Transforming your mindset involves tackling negative self-talk and embracing a shift in perspective to help you gain more clarity on why you chose an entrepreneurial journey to help your ideal client/customer.
- Customer/Client Clarification and Engagement:** You will continue to refine your B2B and/or B2C profiles to help you create additional focused approaches that will increase engagement from your ideal audience(s).
- Marketing, Sales, Communications and Branding:** You will fine tune and learn new marketing and branding strategies to position yourself for speaking engagements, and more contracts and partnerships.
- Team Development:** Doing it ALL alone is not a viable long-term strategy! Take the time to identify the right people to share the workload. Having a team will enhance productivity, create a winning work environment and contribute to the success of your company.
- Financial Management:** Enhance your self-assurance and ease when analyzing your business financial budgets and documents.
- Educational Program Design:** You will develop a more structured approach to improve the effectiveness of your programs and signature talks/presentations do the learning experiences you curate are resonate more powerfully.



**INSTITUTE COST:**

**\$8,500**

This amount covers coaching, mentorship, retreats, supplies, and industry tours. Payment plans and funding options available.

**APPLY  
TODAY**

**Learn more and apply at**  
**[matransitionservices.org/advancedfbi](https://matransitionservices.org/advancedfbi)**