

► Cost:

- Option 1 Full payment of \$695 by July 15**
(BONUS \$45 merchandise credit)
- Option 2 Three installments:** (Total of \$705)
- Deposit of \$235 due by July 30*
 - 2nd payment of \$235 due by August 30*
 - 3rd payment of \$235 due by September 30
- Option 3 Full payment of \$995 w/ PLUS Upgrade by July 15** (BONUS \$75 merchandise credit)
- Option 4 (Upgrade only) Payment of \$375 after July 15**

Upgrade To
MasterClass
PLUS

Get the assistance you need, when you need it, as you continue to build your business! Add on THREE additional one-hour private coaching sessions with Lisa, **available to you throughout 2024**. As a MasterClass

student, you can reserve this added coaching in advance, at a savings from Lisa's regular Artisan Business Coaching rates.

- You can upgrade to PLUS anytime before the final group session on December 14 for \$375 additional.
- **Increase your BONUS merchandise credit to \$75!** Upgrade to PLUS **when you register by July 15 with a full payment of \$995.**

**For participants with shipping addresses outside of the US, an additional shipping fee will be added to the second payment.

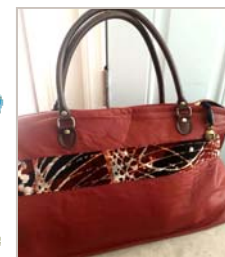
Late Payments and Returned Checks will each be subject to a \$35 admin fee.

CULTURED EXPRESSIONS, PO Box 356, Rahway, NJ 07065
www.CulturedExpressions.com

Handbag

with Lisa Shepard Stewart
of Cultured Expressions

MasterClass



Technical Skills Plus Business Coaching

In this **MasterClass** you will learn to:

- Plan the appropriate inner structure, closure and fashion / function details based on different styles
- Improve specific skills like fabric and lining selection, sewing zippers, compartments, handles and other key design elements.
- Establish your unique style / branding
- Determine your target customer
- Prepare your market launch – building customer list, planning social media and online strategy
- Price your products effectively
- Identify sales outlets for your designs
- Maintain your motivation
- Benefit from the supportive input of like-minded artisans
- Build confidence in the overall presentation of yourself and your product
- Achieve your design and sales goals faster, with less guesswork.
- Complete a design concept of your own

10-Session Course Begins October 2023!
Registration opens June 2023
www.CulturedExpressions.com

cultured*EXPRESSIONS

If you love to make bags and want to sell them, or you 're already selling your creations, you will benefit from the dual focus of technical skills and marketing essentials offered in this professional development course. With the goal of completing your own bag design, we'll cover these areas and more:

Part I — TECHNICAL

- Design considerations – fabric, shape, structure
- Inner structure & support
- Zippers
- Pocketry & compartment options
- Hardware & closures
- Finishing touches – zipper pulls, hangtags, labels

Part II — MARKETING

- Establishing your style / branding
- Target customer – lifestyle, budget
- Originality – copyright infringement vs. “inspiration”
- Pricing your designs
- Product testing
- Building a customer list
- Social media & online presence
- “Old Skool” marketing practices

Plus... You'll receive a RESOURCE PACK

- Book “On the GO! Designing Accessories with Cultural Style” by Lisa Shepard Stewart
- Updated resource list
- Zipper samples
- Inner structure samples
- Fusible stabilizers
- Fabric glue
- Lining samples, more



COURSE STRUCTURE / SCHEDULE —

- **Sessions will be held on Thursdays at 7:00pm EST beginning on October 12** and continue for 10 weeks —
Oct 12, 19, 26, Nov 2, 9, 16, 30, Dec 7, 14 (No class Nov 23)
- Sessions will generally run 60-90 minutes: please allow 90 minutes as a rule.
- Sessions will be presented via Zoom
- Sessions WILL be recorded and will be available for replay.
- Your **Resource Pack** will be shipped to arrive mid-September. Please reserve all of the materials for the MasterClass, and have the pack available during our Technical sessions.
- You are strongly encouraged to share your camera during the Zoom sessions. If you are uncomfortable on-camera, this is an opportunity to further your professional development in a supportive environment. In addition, there are elements of “show-n-tell” during some technical sessions.
- Please notify Lisa if you know in advance that you cannot attend a live class session.
- Your 10th and final session features 45-minutes of **PRIVATE COACHING** with Lisa, to review your final bag design, or any other areas you'd like to focus on. Ideally, all individual sessions will be scheduled to take place within 60 days of the final group session.
- Homework may be required between sessions in order for us to cover as much as possible.
- In early August, you'll receive a more detailed schedule of the sessions. We'll follow this schedule as closely as possible, but understand that it may be subject to minimal adjustments.

Have questions?

Need the replay link from the Mar 31 virtual info meeting?

Contact Lisa at 866-MUDCLOTH (866-683-2568)
or email lisa@CulturedExpressions.com