

2025©

# “WELCOME”

**UPP c/o FINAL™ defining  
community building through  
brand voice™**

# MEET ALEX

## ABOUT

A 22-year-old design student and freelance creative, inspired by Off-White's spirit of questioning everything.

## ALEX JOHNSON

# “ALEX”

## OUR MISSION

**Give them the tools,  
guidance, and network  
they need to thrive the  
Off-White way.**

UPP c/o TEAM1™ defining  
community building through  
brand voice™



OUR USER PERSONA

## ABOUT ALEX



### ALEX JOHNSON

Alex values innovation, collaboration, and authenticity. They seek mentorship, real feedback, and a platform to showcase their evolving creative voice.

NOTEBOOKLM

# OUR WHY

“WHY”

UPP c/o FINAL™ defining  
community building through  
brand voice™



**Off-White has always  
believed in  
empowering the next  
generation.**

Today, we introduce a new chapter –  
building community through mentorship  
and creativity.

We want to give young designers like  
Alex the tools, feedback, and  
community they need to transform  
ambition into impact.

**CONT.**

# THE PROBLEM



### **1. Access is Broken**

Creative communities are often closed off, leaving young talent isolated.



### **2. Feedback is Rare**

Without real mentorship, emerging creatives like Alex lack the critiques they need to grow.



### **3. Talent is Wasted**

Without guidance, ambition fizzles out — not from lack of skill, but lack of opportunity.

**Creatives aren't rare.  
Access is.**

Traditional creative networks are exclusive, outdated, and disconnected from today's energy.

Without real-world mentorship, many young creatives stall — or burn out before they break through.



# “OPPORTUNITY”

# OUR OPPORTUNITY



## 1. Redefine Mentorship

Create a space where feedback feels accessible, personal, and future-facing.

## 2. Build Creative Bridges

Connect emerging talents with established voices across fashion, design, and art.

## 3. Democratize Opportunity

Give young creatives the resources they need — not just to dream, but to act.

## 4. Reinforce Brand Legacy

Extend Off-White's DNA beyond fashion into shaping culture itself.

## 5. Spark New Collaborations

Mentorship leads to collaboration — and collaboration leads to cultural breakthroughs.

## 6. Empower Global Voices

Open doors for creatives everywhere, not just in traditional fashion hubs.



UPP c/o FINAL™ defining community building through brand voice™

# “INTRODUCING”

UPP c/o FINAL™ defining  
community building through  
brand voice™

# OUR IDEA



## Mission

Create a mentorship space that fuels collaboration, courage, and creative evolution.



## Vision

Build a living network where young designers connect, learn, and launch future-shaping careers.

100+  
MENTORSHIP  
CONNECTIONS

1000+  
GLOBAL  
CREATIVES

## THE OFF-WHITE MENTORSHIP PROGRAM

Beyond networking — this is creative community.

80+ HOURS

of Exclusive Content.  
Workshops, talks, and masterclasses designed by the Off-White creative ecosystem.

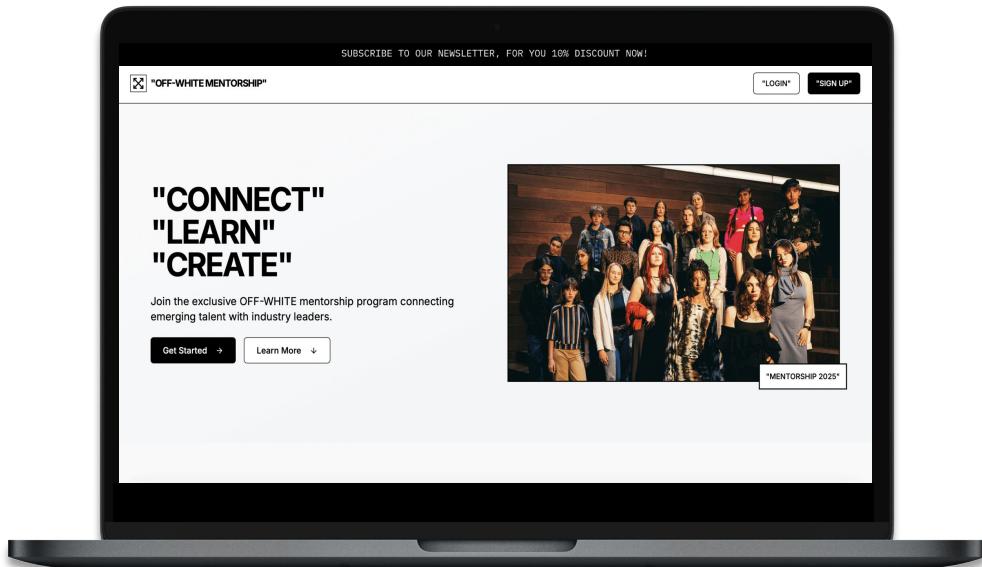


2025©

"IDEA"

UPP c/o FINAL™ defining  
community building through  
brand voice™

# THE PLATFORM



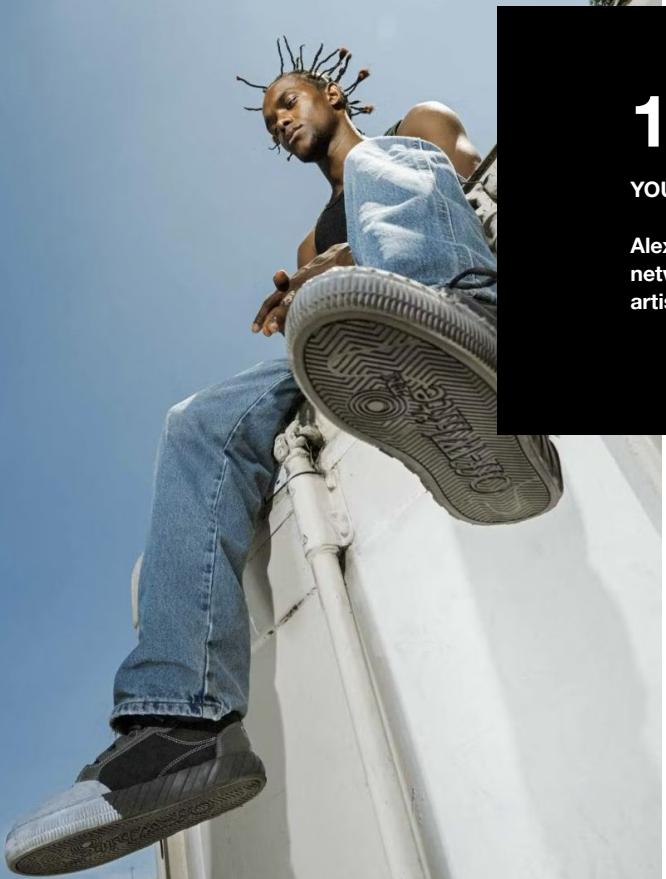
## CLICK HERE

The Off-White Mentorship Program goes live — connecting the next wave of creatives to each other and the industry.

THE  
OFF-WHITE  
MENTORSHIP  
PROGRAM

Masterclasses, badges, and collaboration spaces designed for creative growth.

# “JOINING”



**1000+**

YOUNG CREATIVES

Alex joins an exclusive network of designers, artists, and thinkers.

Alex creates a profile, uploads their work, and sets mentorship goals — unlocking access to classes, critiques, and collaborations.

**UPP c/o FINAL™ defining community building through brand voice™**

## Connection

Alex can message mentors and mentees directly, building meaningful creative relationships.

## Growth

Through classes and feedback, Alex charts a clear path from emerging talent to industry-ready creative.

# JOINING

Congratulations: You Have Been Accepted to Off-White™'s Mentorship Program

Inbox x



Off-White™ <offwhite@gmail.com>  
to me ▾

7:28 AM (10 hours ago)



**"CONNECT"**  
**"LEARN"**  
**"CREATE"**

Dear Alex,

Congratulations on your acceptance to Off-White™'s Mentorship Program.  
To begin your creative journey, click the button below.

Get Started →

2025©

"EXPLORING"

# THE COMMUNITY

The Off-White Mentorship Program curates every connection — aligning ambition, authenticity, and creative spirit to build a vibrant, supportive network.



UPP c/o FINAL™ defining community building through brand voice™

100+

Curated Creatives

Each member is handpicked to ensure a balance of diverse voices, shared values, and future-focused thinking.

350 Mentors

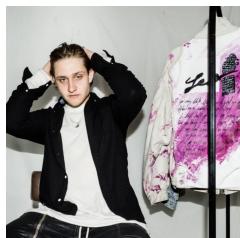
Creative leaders offering real-world insights, feedback, and collaborative energy.

1000 Mentees

Emerging talents shaping the next wave of culture, innovation, and style.

# ALL USERS

The Off-White Mentorship Program brings together a curated ecosystem — from seasoned mentors to emerging talents, building a community where every connection drives creative growth.



## MENTORS

Established designers, artists, and entrepreneurs guiding the next generation with honest feedback and real-world insight.



## MENTEES

Young creatives pushing boundaries, building skills, and shaping the culture of tomorrow.



## STUDENTS

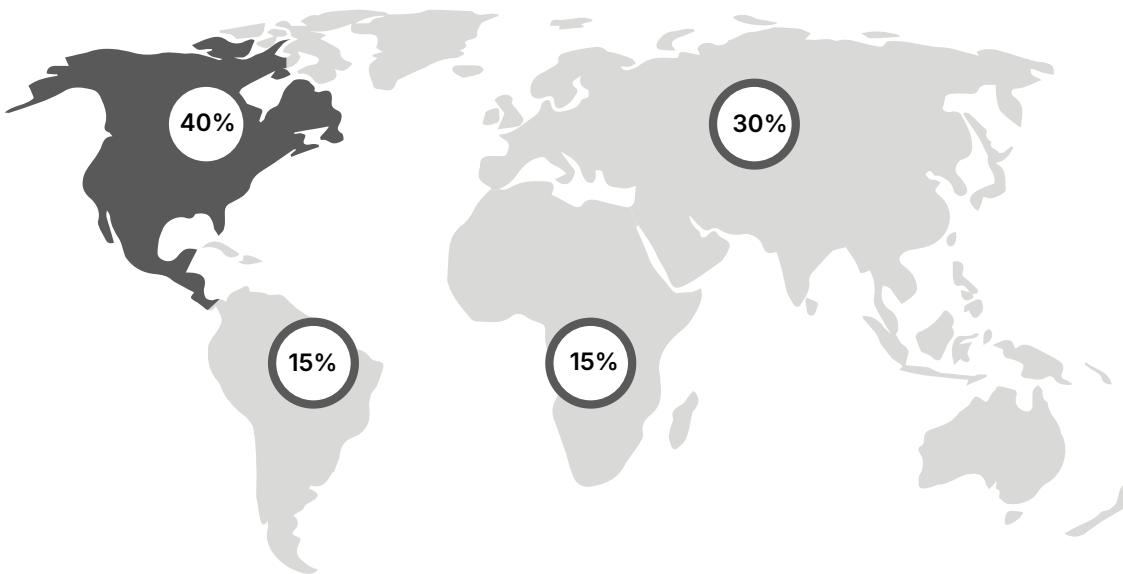
Fashion, graphic, and digital design students using the platform to expand their portfolios and creative networks.



## COLLABORATORS

Creative directors, stylists, and technologists offering project-based mentorships and cross-disciplinary learning.

# CREATIVE REACH



## COMMUNITY

Emerging creatives and mentors connected across continents — bringing global perspectives, local creativity, and a shared vision for the future of design.

# CLASSES

Licenses & certifications



Off-White™ Mentorship Program Participant

VirtualBadge

Issued: Jan 2022 • No Expiration Date



Class Tracks

Guest  
Speakers

Engaged  
Learning



## Skill Tracks

Curated course paths —  
from branding to digital  
design — tailored to every  
creative journey.



## Self-Paced Learning

Flexibility for students,  
freelancers, and working  
creatives to learn at their  
own speed.



## Certification Badges

Earn Off-White-backed  
credentials by completing  
workshops and mentorship  
tracks.

# BRINGING CREATIVES IN



## “ADVERTISING”

UPP c/o FINAL™ defining  
community building through  
brand voice™



### OOH Launch

Billboards and posters in New York — spotlighting emerging artists and inviting new applicants.



### Pop-Up Lectures

Interactive exhibits in cultural hubs where young creatives can experience the program IRL and meet mentors.



### Local Art Schools

Partnering with design and fashion schools to promote the platform through talks, workshops, and portfolio reviews.

## OOH→

Targeted OOH media spend in creative hubs to position Off-White Mentorship as the must-join community for emerging talent.

# "MENTORSHIP PROGRAM"



Off-White™



"MENTOR  
-SHIP  
PRO-  
GRAM"

PROGRESSIVE  
PROGRAMMING



R4

Do not hold doors



# "MENTORSHIP

Off-White™



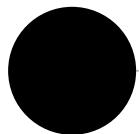
Connect  
Learn  
Create

# PROGRAM"

Do not lean on door

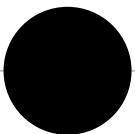
BWA

# USER JOURNEY RECAP



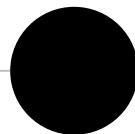
## MONTH 1

Alex discovers the Off-White Mentorship Program, sets up a profile, and connects with their first mentor.



## MONTH 2

Alex dives into classes, earning badges in brand building, design thinking, and creative collaboration.

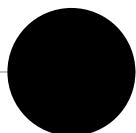


## MONTH 3

Alex begins peer critiques, collaborates with other mentees, and builds a trusted creative network.

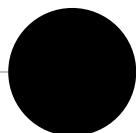
# “RECAP”

UPP c/o FINAL™ defining  
community building through  
brand voice™



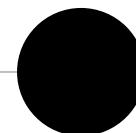
## MONTH 4

Alex's portfolio is featured in a community spotlight, gaining attention from mentors and industry leaders.



## MONTH 5

Alex lands a collaboration project, using platform connections and certifications to take the next big step.



## MONTH 6

Alex begins mentoring new members, sharing lessons learned and helping build the future of Off-White creativity.

2025©

# “CONCLUSION”

Off-White Mentorship will grow through real-world community — fueled by exclusive launches, showcases, and industry collaborations.

Our platform is designed to evolve alongside its creatives, offering new tracks, mentors, and experiences every quarter.



**Building culture by building creators.**

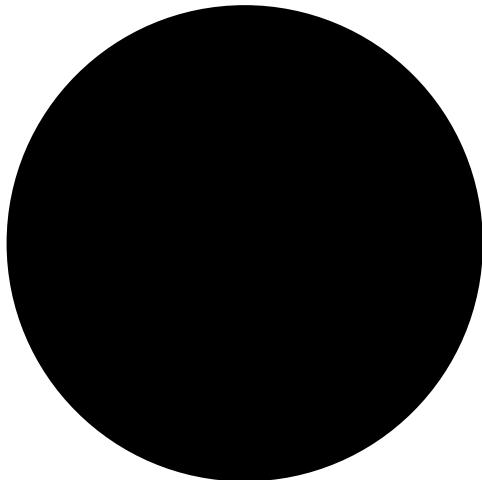
New members will be sourced through OOH activations and school partnerships.

Retention will come through growth badges, project features, live events, and real-world career launches.

UPP c/o FINAL™ defining community building through brand voice™

**CONC.**

# Question & Answer



## Question

- 01 How will you grow the platform audience?
- 02 What makes people stay after they join?
- 03 How will Off-White's DNA stay central?
- 04 What happens after mentorship ends?

## Answers

We'll grow through a mix of curated brand moments — capsule collections, OOH campaigns, and direct invites from mentors.

Retention in the program: Bettering creative career, certifications, project showcases, member-only events, and the chance to return as a mentor.

“END”

UPP c/o FINAL™ defining  
community building through  
brand voice™

“THE END”