THE ATELIER SESSIONS

Collaborations That Grow Your Reach

Making the Trade Deliberate

A Companion Whitepaper to the JDMIS Growth Lab

Presenter: Alex Zupancich

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"You cannot make time, audience and credibility at the same bench. You can trade for them."

How to Use This Whitepaper

This document is the field guide companion to the Atelier Sessions talk on collaborations. It is written for one person, reading at their own bench, who may be any of the following:

- A new graduate with trained hands, no customers and no idea what to offer anyone
- A part-time maker who swaps pieces for photos and wonders if that is a real strategy
- A growing brand whose bottleneck is hours, not demand
- An established business weighing a first stockist, creator campaign, licence or celebrity placement
- A student mapping where partnerships fit in the MK100 marketing mix

Each chapter follows the same three-beat rhythm:

◆ ① WHAT DO I GIVE?

> *— Your side of the trade, in units*
>
> *② What do I get? — Their side, in numbers you can count later*
>
> *③ What if it goes wrong? — Ownership, money and exits, decided before launch*

At the end of each part you will find a Decision Compass. The paper closes with the collab loop, the operating cadence, ready-to-use templates (one-page agreement, outreach messages, creator brief) and the sources behind every number.

◆ ⚠ A NOTE ON ACCURACY: FIGURES WERE VERIFIED

> *⚠ A note on accuracy: Figures were verified against operator pages, official documentation, trade press and corroborated sources during September 2026, and are marked Verified (official/primary or corroborated), Reported (vendor, community or single-source) or Typical (industry benchmark ranges). Influencer rates are market guides, not fixed prices. Intellectual property and contract content is practical education, not legal advice; for deals with real money at stake, have a Singapore lawyer read the paper before you sign it.*

The Core Thesis: Reach Is Borrowed Before It Is Bought

A solo jeweller can make more pieces, but cannot make more hours, more buyers or more trust. Advertising rents the attention of strangers at auction prices. A collaboration trades for what you cannot manufacture: another brand's audience, a creator's credibility, a junior's hours, a licensor's fans.

Three case files set the scale of what a well-designed trade does:

- Hearts On Fire × Hayley Paige (bridal-gown designer): the collaboration bands sold through at retail twice as fast as the brand's regular diamond bands. (JCK, 2 Sep 2020 — Verified)
- OLIPOP's creator program (gifted product + 10% commission): drove 12% of total company sales at 982% return on investment. (impact.com, 2025 — Verified)
- Maya Brenner × Alli Webb (Drybar founder): the capsule won the brand a Nordstrom account, a door it had been unable to open alone. (JCK, 2 Sep 2020 — Verified)

And one case file sets the scale of a badly-designed one: Adidas × Yeezy generated roughly US$2 billion a year, around 10% of Adidas's revenue; when the partner imploded in 2022, that revenue vanished in weeks and left over US$1 billion in dead stock. (Fashion Law Journal, Jan 2025 — Verified) A collab powerful enough to matter is powerful enough to hurt.

This paper's argument in one line: a collaboration is a trade between two balance sheets, and the work is designing the trade so both sides would sign the same one-sentence summary of it. The instrument for that design is the five-currency ledger in Part One. The discipline is the ladder in Part Four. The safety gear is the one-page agreement in Part Six.

PART ONE · THE TRADE

Chapter 1 · The Map: Twelve Forms, Three Lanes

Every jewellery collaboration you will ever see is one of twelve forms. The lanes order them by commitment — and by which reader they serve first.

#	Form	You give	You get	First size
1	Skill swap — CAD for photography	A skill, a day	A skill back, portfolio shots	S$0
2	Gig / subcontract — repair, render, staff	Time + skill, fixed job	Cash + delivery record	S$100–500
3	Shared table — group booth	Fee share + stall labour	Cost halved, their crowd	S$75–250 share
4	Capsule — co-designed mini collection	Designs + your audience	Their audience + co-sign	5–15 pieces
5	Cross-industry pair — café, florist, hotel, bridal	Product, window space	Their footfall, your margin	10–30 pieces
6	Retail partnership — trunk show, stockist	Stock at margin	Distribution + validation	10–40 pieces
7	Corporate / institutional — gifting, uniform pieces	Volume production	One large order, B2B record	S$2k–20k
8	Creator collab — gifting, affiliate, ambassador	Pieces, sometimes fees	Content + borrowed audience	1–3 pieces
9	Celebrity / editorial — stylist loans, press	Loaned pieces, relations	"As worn by" proof	1–5 pieces
10	Collective — the CJS model	Membership + labour	Shared retail + marketing	S$0–100/yr
11	Licence in — their characters, your product	Royalty + minimums	Their IP's audience	Contract-scale
12	Licence out — your designs, their channel	Your designs, QC rights	Royalty while they sell	3–10% royalty

Forms 1–3 are the start-small lane (Part Two). Forms 4–7 are the growth lane. Forms 8–12 are the leverage lane (Part Five). The ladder in Part Four turns the ordering into a sequence.

MK100, the JDMIS marketing course, files this family under "partnerships and joint activities" in the promotion mix, and treats third-party endorsement — publicity in someone else's voice — as often the most valuable form of marketing because it is unsolicited. That is the theoretical floor under the whole paper: a collab is marketing conducted with someone

else's credibility at stake, which is exactly why partners screen you, and why you screen them back.

Chapter 2 · The Five Currencies

Collabs trade exactly five things. Everything else is packaging.

1. Money — fees, splits, wholesale margin, royalties. The only currency both sides count the same way.
2. Skill — making, CAD, repair, photography, live selling. The graduate's strong currency.
3. Audience — followers, a customer list, footfall, membership. Rented, never owned; priced by trust, not size.
4. Credibility — brand halo, press, endorsement. Slow to build, fast to lend, fastest to damage.
5. Capacity — hours and hands. What an established brand is actually buying when it "collabs downward."

The self-audit. Score yourself 0–5 on each currency tonight. A new entrant's ledger typically reads: skill 4, capacity 5, audience 1, credibility 1, money 2. An established brand's: skill 3, capacity 1, audience 4, credibility 4, money 3. Your two highest are what you sell; your two lowest are what you buy. The two ledgers above are mirror images, which is the entire reason the graduate-and-brand trade works — and why the Atelier room itself is a matching mechanism.

Chapter 3 · Designing the Trade: The Matrix and the Three Tests

Before any handshake, write the trade as a matrix — what each side gives, gets, and how the money splits — then run three tests.

Worked example — a twelve-piece capsule:

	Side A (you)	Side B (them)
Gives	12 designs, production, S$800 materials	34k followers, launch content, one PR contact
Gets	Their audience, a stockist introduction	Pieces at cost, a capsule story
Split	Costs 50/50 · revenue 60/40 your way — you carry production risk, they carry audience risk	

The one-line test. Both sides must be able to agree the same sentence: "We co-design a 12-piece capsule, split costs 50/50, revenue 60/40, both post launch week, we keep the designs." If their version of the sentence differs from yours — different split, different ownership, different obligations — the deal is not done; it is merely undescribed.

The exit test. If it ends in week two: who keeps the stock, the content rights, the customer list, the trademark on the capsule name? Answer on paper before launch. Every collab ends; the only choice is whether it ends on purpose.

The friend test. Explain the deal to a friend outside the industry. If you catch yourself hiding a term — the exclusivity, the true cost share, who owns the designs — that term is the problem, and you already know it.

Chapter 4 · The Six Failure Modes (Case Files)

Failure mode	What happened	Source	The lesson
Audience mismatch	Tiffany × Nike (2023): Nike buyers wouldn't pay Tiffany prices; Tiffany clients wanted nothing from Nike	Fashion Law Journal, Jan 2025 (Verified)	Each side's customers must already buy what the other sells
Usage mismatch	Skims × Swarovski (2023): crystal shapewear at US$3,300 read as a gimmick	Fashion Law Journal, 2025 (Verified)	The product must fit how customers actually use the category
Design backlash	Loewe × Howl's Moving Castle (2023): printed bags criticised as overpriced and uncreative despite the Ghibli fandom	Fashion Law Journal, 2025 (Verified)	Fandom collabs still need design credibility
Counterparty risk	Adidas × Yeezy: ~US$2B/yr gone in weeks; US$1B+ stranded stock	Fashion Law Journal 2025; Reputeo (Verified)	No single partner should be load-bearing; cap exposure
Charity trap	Gifted product, one post, no usage rights, no tracking — the default end of naive gifting	impact.com, 2025 (Verified)	Gifting is a deal: deliverables and rights, in writing
No scoreboard	Fewer than 1 in 5 brands track cost per customer by partner	impact.com, 2025 (Verified)	Agree the metric before launch; count it after
Over-saturation	Repeated collabs erode scarcity — the one risk named by jewellery deal brokers	MJJ Brilliant, Feb 2024 (Verified)	Scarce collabs sell; permanent collab mode doesn't

The session deck presents the first three cases as full-screen photographs — Tiffany × Nike, Skims × Swarovski, Adidas × Yeezy — each photo followed by a recap of this table with that row lit.

Decision Compass 1 — Should I say yes to this collab?

◆ ① DO BOTH SIDES GIVE SOMETHING AND GET

② Is a success metric agreed in numbers (orders, saves, code redemptions, doors)? → if not: add the metric first, one line, both initials.

③ Are exit and ownership written down (IP, stock, content rights, notice)? → if not: paper it tonight — template in Chapter 22 and Appendix A.

All three pass → sign the one-pager and set the launch date.

PART TWO · START SMALL — THE NEW ENTRANT LANE

Chapter 5 · The Competence Card

Skills sell as checklists, not essays. This is exactly how Calibre Match, JDMIS's talent portal, profiles its graduates — and it is how you should profile yourself before any pitch.

- Making: fabrication · stone setting · enamelling · repair · pearl stringing · casting finishing
- Design: hand rendering · CAD (Rhino/Matrix) · AI-assisted concepting
- Visual: photography · styling · short video · editing
- Commercial: sales · display and merchandising · live selling · workshop assisting · content writing

Each tick is a service somebody already buys. Price every ticked skill against the market — the Pricing session's floor arithmetic applies to your hours exactly as it applies to a ring. Your two strongest ticks are your first outreach pitch.

Chapter 6 · Where First Demand Lives

Five pockets of demand are permanently open to new entrants, because established players lose money or hours serving them:

Pocket	Why it's open	Example (match.jdmis.com preview board, 30 Sep 2026)
Repair queues	Retailers and makers lose margin on small repairs — resizes, re-stringing, claw work	Wedding-ring fix, S$100–300, due Tuesday (2 interested)
CAD & rendering	Busy studios subcontract renders for client approvals	Per-render or per-piece, remote-friendly
Event staffing	Fairs need trained hands who can sell	4-day SIJE sales stint, hourly + commission
Content labour	Brands need piece-level photo/video they never shoot	"Photo my jewellery — make it POP," under S$500
Workshop assisting	Schools and collectives need second pairs of hands	CJS and maker workshops — paid or swapped for bench time

Chapter 7 · The First Three Collabs

1. One swap. Two hours of CAD fixes for styled product photography of your ten best pieces. No cash either way; notional values and usage rights written on a card (Chapter 9).

2. One gig. A S$150 repair or render set through Calibre Match or a studio's overflow list. The cash is the smaller payment; the delivery record is the larger.
3. One shared table. S$75–250 each instead of S$150–500 solo. The crowd halves in cost, stall labour halves, and you learn live selling beside someone who has done it.

All three inside your first ninety days; total cash ceiling under S$300. Exit position: credited photos, an invoice record, one testimonial sentence, and forty-odd new contacts who watched you work.

Chapter 8 · Gig Economics, Worked

Repair gig — S$180	Amount
Gig fee (agreed in writing, half on acceptance)	+S$180
Consumables — solder, gas, polish, 2g silver	−S$12
Transport, two trips	−S$8
Cash left for 3 hours' work	S$160 ≈ S$53/hour

Illustrative — plug in your own numbers. The second payment is the one that compounds. Every delivered gig banks four assets the next partner asks for: a credited photo, an invoice record, one testimonial sentence, and a number ("resized 14 rings for X in three days"). Keep a single proof folder — photos, invoices, quotes, metrics — so that "what have you delivered before?" is answered in under a minute.

Deposit discipline: 50% deposit, balance before delivery is the custom-work standard (Reported, 2025 practitioner guides). A client who refuses a deposit is answering a question you hadn't asked.

Chapter 9 · Skill Swaps Done Right

Barter without a brief is a favour, not a collab. Five lines protect a swap:

1. Notional value stated — both sides name their price, so the trade is visibly fair
2. Counts and formats — "6 renders, 10 photos, PNG + RAW"
3. Deadline — a date, not "when free"
4. Usage rights both ways — portfolio, feed, website; exclusivity nowhere unless paid
5. No-fault exit — either side may walk by date X, keeping whatever was already delivered

Decision Compass 2 — Which first collab fits me?

◆ **MOST OF: HOURS + A TRADE SKILL → THE GIG LANE**

> *Most of: an eye + a camera → the swap lane (photos for making, content for pieces).*
>
> *Holding: S$150–300 + nerve → the table lane (shared booth, shared crowd).*
>
> *Run all three lanes within 90 days — gigs fund the table, swaps fill the portfolio, the table feeds the gig pipeline.*

PART THREE · LEVERAGE — THE ESTABLISHED BRAND LANE

Chapter 10 · Buy Capacity Without Payroll

Your bottleneck is hours, not demand. Collab-shaped delegation buys hands without employment risk, and it comes in four structures:

Structure	Best for	The deal	Watch
Per gig	Repairs, renders, photo batches	Fixed fee per job, half on acceptance	Scope creep — change orders in writing
Day rate	Fair staffing, workshop help	Fixed day fee + commission on sales days (the SIJE staffing model)	Hour caps; who insures the stock
Revenue share	Sales-driven work — stalls, live selling	10–30% of takings, one scoreboard	Shared POS report from day one
Retainer	A proven collaborator	Fixed monthly scope at a discount	Only after three or more successful gigs

Quality control is part of the deal, not a hope: spec sheet, approval sample, one revision round. "Not what I meant" then has an answer that costs a revision, not a relationship.

Chapter 11 · Where the Hands Are: Calibre Match and the Room

match.jdmis.com — Calibre Match. Coming soon; tonight it is a preview. JDMIS's talent portal: swipe-based matching between JDMIS-trained graduates and employers, plus a client gig board. Employer lane: browse 41+ graduate profiles by role, skills checklist (CAD, stone setting, enamelling, grading) and residency status; both sides signal interest before anyone writes a cold email; gig posts are free, with budget bands and interest counts. Preview counts at 30 Sep 2026: 7+ employers, 41+ graduates, 15 matches made, 4 open gigs. The site has not launched — accounts, gigs and counts on the preview are staging data; walk the lanes, learn the mechanics, judge nothing yet. (Fetched 24 & 30 Sep 2026; full guided tour in Chapter 27B.)

Around it: the Creative Jewellery Studio (CJS) member pool — a JDMIS-supported graduate co-operative selling through DORS at Design Orchard, and a registered precious-stones-and-metals dealer — plus JDMIS career services and capstone briefs, which are real projects graded by the market. And the Atelier room itself: the warmest shortlist a brand will get all year.

Chapter 12 · Delegation Without Damage

Four rules protect the brand while it multiplies:

1. Written IP assignment. Singapore's default: the maker of commissioned work owns the copyright, even when paid, unless a signed contract says otherwise (IPOS guidance — Verified). Write it plainly: all designs, files and output produced under this engagement belong to the brand.
2. NDA before CAD. Client lists, supplier costs, unreleased designs — confidentiality before files move. Watermark CAD; deliver in stages.
3. No direct client contact until proven. The relationship is the asset; the junior delivers through you.
4. Credit as currency. Public credit for delivered work is part of their pay — agree where and how their name appears.

Chapter 13 · The Serious-Target Lens

When you approach upward — a department store, a licensor, a macro creator — the other side runs the same checklist before replying. Score yourself 1–5 on each row before you pitch:

They check	What proves it
Capacity & consistency	You can make 200 of the thing, on time, twice in a row — a production plan, not promises
IP cleanliness	No "inspired-by" pieces anywhere in the line; registrations where they count (Chapter 19)
Compliance	Licences and dealer registration current — the SG Regulation session's paperwork is rung zero
References & record	The proof folder: deliveries, testimonials, numbers
Their P&L case	What's in it for them, in their numbers: margin, traffic, story, category gap

MK100's endorsement teaching cuts both ways: source credibility transfers only while you reinforce it. Their screening is brand protection. Answer it with evidence.

Doors and Orders: Forms 5–7 in One Page

Three growth-lane forms rent someone else's crowd at controlled cost:

- Cross-industry pair. Jewellery × café, florist, hotel, bridal. Singapore precedents: Risis paired orchid charm-brooches with Janice Wong chocolates for its 50th; Mandai Wildlife Reserve × five local labels at DORS. Start with one window or one counter; your margin on their footfall.
- Trunk show. A one-or-two-day counter inside someone else's shop. Splits run salons 20–40%, full-service boutiques 40–50% (Reported — practitioner sources). It is the cheapest location test in physical retail — and the buyer meets the maker.

- Corporate gifting. One order, one invoice, one delivery. Gifting-ready lines at S$100–2,000 route best through the fairs' corporate seasons (Nov–Dec) and through posted gigs; each delivered order is B2B proof for the next tender.

Decision Compass 3 — What does my brand need most?

◆ **BOTTLENECK IS HOURS → SUBCONTRACT PER GIG**

Bottleneck is content → creator hybrid: gift + commission, trackable codes, usage rights, ASAS labels.

Bottleneck is doors → trunk show → stockist (salon 20–40%, boutique 40–50% splits — Reported).

Bottleneck is prestige → capsule with a name: their co-sign, your production, time-boxed.

One bottleneck per quarter. Collabs fail by trying to fix everything at once.

PART FOUR · THE LADDER

Chapter 14 · Six Rungs, Six Proofs

The venue ladder from the last session had a logic: each rung is a proof you buy, in cash and in data, for the next. The collab ladder is the same machine, pointed at partners.

Rung	Collab	What it proves	Cash involved	Typical duration
1	Swap	Your skill has a taker	S$0	1–7 days
2	Gig	Strangers pay you	S$100–500	days–weeks
3	Split	You can co-operate	S$75–500 share	one event
4	Capsule	Co-design sells	S$500–3,000 costs	4–12 weeks
5	Partnership	Ongoing value — stockist, corporate, ambassador	Contractual	6–24 months
6	Licence	IP (theirs or yours) earns royalties	Guarantees + royalties	1–5 years

The rule: each rung pays for the next. Gig cash funds the shared table; the table's data justifies the capsule; the capsule's sell-through wins the stockist; the stockist's volume history supports the licence application. Skipping rungs is allowed only with someone else's money.

The brands' mirror. Established brands run the ladder in two directions at once — buying rungs 1–3 (capacity from juniors) to fund climbing 5–6 (partnerships, licences). Same ladder, two directions, one quarterly review.

Chapter 15 · Repeat, Then Climb

Once is luck; three times is process. Repeat each rung two or three times before climbing:

- Each repeat costs less — templates, spec sheets, a partner who already knows your delivery
- Repeats generate exactly the proof that rung-five partners demand (Chapter 13's checklist)
- The over-saturation guard: repeating a rung does not mean repeating the same partner — rotate the audience each time

The quarterly ladder review (20 minutes, on the calendar):

Ask	If yes	If no
Did the last rung hit its metric?	Schedule the climb	Repeat with changes
Do I have three proofs at this level?	Pitch one rung up	Run it again
Is any partner load-bearing?	Cap the exposure	Keep diversifying

Chapter 16 · The Ladder Climbed: Three Case Files

- Maya Brenner — rung 4 as a door. The US designer's capsule with Drybar's Alli Webb (US$120–250 line) landed the brand a Nordstrom account it had not reached alone. Revenue was the smaller result; the rung-five pitch was the larger. (JCK, 2020 — Verified)
- Hearts On Fire — rung 4 as velocity. Pairing with bridal-gown designer Hayley Paige doubled sell-through on the collab bands against the brand's regular bands — same buyers' market, one borrowed name, one shared launch. (JCK, 2020 — Verified)
- Risis — rungs 4 through 6, domestically proven. Singapore's Risis marked 50 years in 2026 with five monthly capsules × ten designs each, a Janice Wong chocolate pairing, a 24K Barbie collectible — and a creator-led campaign that made the US its second-largest market, with core buyers aged 25–34. (CNA Luxury, 2 Apr 2026 — Verified)

None began at the top. Capsules proved the format; partnerships and licensing followed the proof.

PART FIVE · BIG GAME — LICENCES, CREATORS, CELEBRITIES

Chapter 17 · Licensing In: The Disney Example

A licence is permission, narrowly written. The deal defines territory, term, category, royalty rate, minimum guarantee (MG) — and every licensed product passes the licensor's creative approval before production.

What a Disney-class proposal must show (Born to License licensing guide — Verified):

- Company profile and financial credentials
- Product concept — category, line plan, price points
- Manufacturing capability — capacity and quality systems
- Distribution plan — where it sells, in what volume

Expect several months from first approach to signature. Royalties in brand licensing generally run 2–15% of net sales, with character IP at the top of that range (RoyaltyRange, Reported); Disney's actual rates are confidential. The minimum guarantee is the trap: it is owed even if sales never happen (AllBusiness, Reported). Jewellery licences exist (Enchanted Disney Fine Jewelry is an official licensee) at manufacturer scale, with MGs to match.

Why this chapter matters even if you never apply: the MG teaches the general rule of big-league collabs. You commit cash ahead of revenue, on a forecast. The forecast is where the risk lives.

Chapter 18 · The Licence Ladder (Disney Is Rung Six Here Too)

Rung	Route	Barrier
1	Local artist co-design — an illustrator's motifs on your enamel line	A week of conversations; small but real audiences
2	Estate & cultural institutions — Peranakan patterns, museum collections (the V&A runs a formal licensing programme)	Slower doors; provenance questions; genuine story
3	Regional IP — Sanrio Southeast Asia licensing is one email away (hello@sanrio-sea.com; no published minimums — Verified)	SME-scale commitments; real contracts
4	Global character IP — Disney-class: profile, capacity, distribution, MG	Manufacturer scale; guarantees; approval chains

Two guardrails: "inspired-by" without a licence is infringement — enforcement letters reach Etsy-scale sellers (Reported); and a local-artist capsule delivers the mechanism — someone

else's fans, a co-signed line — at a fraction of the barrier. Climb when the numbers say so, not the dream.

Chapter 19 · Licensing Out: Your Designs, Their Channel

When someone else wants to manufacture or distribute your designs, the trade is: they carry production and distribution risk; you keep copyright and collect royalty. Typical numbers: 10–25% of net wholesale on licensed jewellery designs, terms of 1–3 years (Reported — licensing-industry sources; verify against your own sector); art-licensing norms run 4–10%.

Five clauses decide whether it pays:

1. Quality control + approvals — your name on their production; you approve samples
2. Audit rights — inspect their sales records; under-reporting is the classic dispute
3. Reporting cadence — quarterly royalty statements, payment in 30 days
4. Exclusivity scope — narrow: one territory, one channel — or charge for width
5. Termination + sell-off — exit notice, limited sell-off window, rights revert clean

And the mirror of the MG: when you license out, their minimum guarantee protects you — income committed regardless of their salesmanship.

Chapter 20 · Creators, Priced

Singapore rate benchmarks, per post (The Creator List Asia 2026 guide — Verified):

Tier	Followers	Per post (S$)	Jewellery fit
Nano	1k–10k	200–800	Gift + commission; real engagement
Micro	10k–100k	800–3,000	The workhorse tier — 52% of brands expanding here
Macro	100k–1M	3,000–20,000	Reach buys; conversion needs tracking
Mega	1M+	20,000–80,000+	Awareness plays; usage rights cost extra

Adders from the same guide: video formats +30–60%; paid-ad usage rights +30–100% of base per 30 days; category exclusivity or rush jobs +20–40%; raw-footage buyout S$200–600 per video.

Affiliate dials. TikTok Shop sellers set their own affiliate commission — anywhere from 1% to 80% of the sale value (official TikTok seller documentation — Verified). Fine-jewellery affiliate programs abroad run Zales 2%, Jared up to 7%, Brilliant Earth 5–10%, James Allen 1–7% with an average payout of US$735 per sale (Reported). Jewellery's high ticket means

low percentages still pay.

Hybrid beats gift-only. Only 6% of experienced creators prefer gifts alone as payment; 26% prefer flat fees (impact.com, 2025 — Verified). OLIPOP's gift + 10% commission hybrid drove 12% of company sales at 982% ROI. Astrid & Miyu's micro-gifting campaign delivered 109,634 impressions, 28,235 engagements and about £4,000 in earned media value (Reported — industry analysis). Pay partly in cash flow, not only in pieces.

Fraud screen before any deal. Among marketers reporting fraud, 56.5% name fake or bot followers (Influencer Marketing Hub Benchmark 2026, 600+ marketers — Verified). Read the comments (templated?), compare engagement to follower count, and prefer niche micros — jewellery conversion lives there.

ASAS disclosure (Singapore). Commercial relationships must be disclosed in a way that is "clear, prominent and easily understandable." Acceptable: #ad, #sponsored, "Paid partnership." Not sufficient: #collab, #partner, #ambassador, #blessed. Gifted product must be disclosed too (#gifted). The brand bears primary responsibility — put the disclosure duty in the contract. (ASAS guidance via CNA 2018; 2026 compliance guide — Verified)

Chapter 21 · Celebrity and Editorial Placement

How the lane actually works:

- Stylists pull pieces from line sheets for shoots, tours, premieres; you loan, they return — often on a handshake. Paper it anyway: Dover Street Market New York sued stylists in 2022 over 49 unreturned pieces worth over US$34,000 (Robinson+Cole, May 2025 — Verified).
- Gifting suites at award seasons trade product for proximity to fame; the 2025 Oscar "Everyone Wins" gift bag passed US$1 million in value (AP, Feb 2025 — Reported). Participation fees circulate at US$5k–20k+ but were not verifiable — treat any quoted fee with suspicion and any unverifiable "agency" as a scam pattern.
- The upside is measurable: Beyoncé wearing Marine Serre drove a 426% surge in global searches within 48 hours (Verified).
- "As worn by" needs permission twice — from the photographer (copyright in the image) and from the celebrity (publicity/personality rights; in Singapore, misuse risks passing-off and misrepresentation claims). Editorial mention is fact; advertising use is a licence. Get both in writing or keep it strictly editorial.
- Never pay upfront "placement fees." AI-fabricated celebrity endorsements drove about £27 million in losses across roughly 6,000 UK victims in one year (TLW Solicitors, Apr 2025 — Reported). Deepfakes now fabricate credible proof; verify identities out-of-band.

Where to start in Singapore: local stylists, bridal and pageant circuits, TV drama wardrobes, magazine editorial requests — small loans, properly papered, build the placement record bigger stylists ask to see.

Decision Compass 4 — Am I ready to approach upward?

◆ **CAN I FULFIL 3× NORMAL VOLUME AT SPEC, ON TIME?**

> *Is my IP clean and registered where it counts? → no: file designs and marks first (Chapter 23).*
>
> *Can I state their P&L case in two sentences? → no: research their business until you can.*
>
> *All yes → approach. Warm introduction first, pitch second.*

PART SIX · RUN IT RIGHT — OPERATIONS AND PROTECTION

Chapter 22 · The One-Page Collab Agreement

One page both sides read beats five pages neither reads. Headings, one line each — full template in the Appendix.

Heading	The line
Parties	Legal names / UEN — who exactly is bound
Scope	Deliverables in numbers: pieces, posts, dates
Money	Fees, splits, deposit, payment dates, code commissions
IP	Who owns co-created work; licence-back terms; who files registrations
Credit	Logo rules, tagging order, cross-post rights
Confidentiality	What stays private, for how long
Term & exit	Notice, kill criteria, stock buy-back, content takedown
Signatures	Both, dated — scans count

Two Singapore defaults to override on purpose. First, the maker of commissioned work owns the copyright unless it is assigned in writing (IPOS — Verified). Second, marketing posts made by a creator belong to the creator; the brand may re-post but cannot authorise third-party uses unless contracted (Singapore Legal Advice — Verified). Both defaults surprise someone in almost every unpapered deal. Paper overrides default, in whichever direction you write it.

When to bring a lawyer: rung four and above with money at stake, any licence, any exclusivity, anything you cannot afford to lose. AI can draft the one-pager; a lawyer checks what AI cannot see — your specific exposure.

Chapter 23 · Protect the Designs (IP in Singapore, 20 Minutes)

Tool	Covers	Cost & time (IPOS)	The catch
Copyright	Automatic on creation — designs, photos, text	Free, instant	Commissioned work belongs to the maker unless assigned in writing

Tool	Covers	Cost & time (IPOS)	The catch
Registered design	Shape/configuration of a piece — the jewellery-specific right	S$200 per design · ~4 months · 5 years renewable to 15	Absolute novelty: published anywhere worldwide before filing kills it. No grace period found — file before you post
Trade mark	Brand name, logo — Class 14 (jewellery)	S$280 per class (pre-approved specs; S$410 otherwise) · ~9 months · 10-year terms	Use it or lose it; renew on schedule
NDA	Unreleased CAD, client lists, supplier costs	Free (template)	Sign before files move — an NDA after disclosure decorates a breach

(IPOS official guidance and fee schedules, verified Sep 2026 — fees revised 1 Sep 2025 / 1 Apr 2026.)

The rule that saves the most grief: posted is published — worldwide. The teaser that shows the finished piece can destroy your own design registration. Sequence: file · then post · then ship. Medals, medallions and printed matter are excluded from registered-design protection; purely functional shapes are too — ornament must carry the design.

Chapter 24 · Money and Getting Paid

- Deposits: 50% upfront, balance before delivery — the custom-work standard; design fees 10–15% at brief for high-value bespoke (Reported, 2025 practitioner guides)
- Milestones on capsules: materials · samples · launch · sell-through — each release of work gated on a payment landing
- One scoreboard: revenue splits run off a single source of truth — shared POS report or sheet, visible to both, reconciled monthly
- Royalties: quarterly statements, payment in 30 days, audit rights attached

If a partner will not pay: Singapore's Small Claims Tribunals hear claims up to S$30,000, for disputes no older than two years, with no lawyers — orders enforce as court orders (judiciary.gov.sg — Verified; some guides still cite the older S$20,000 structure, so confirm current limits when you file). The proof folder from Chapter 8 is your evidence. Deposits exist so the tribunal is the exception, not the plan.

Chapter 25 · Launch Choreography and Exits

Four beats: Tease (both feeds, same week — the "why these two" story before the product) → Launch (same hour, links live in both bios, story takeover if agreed) → Sustain (weeks 1–3: reels, behind-the-bench, restock signals — the collab compounds or dies in this window) →

Post-mortem (day 30, both parties, shared numbers, repeat-or-not).

Kill criteria, agreed before launch: sales floor below target by week X → wind down; conduct that damages either brand → immediate exit; stock bought back at cost; mutual no-disparagement.

Exit etiquette: finish live orders, return files and pieces, one public thank-you post. The jewellery world is one industry; today's clean exit is next year's warm introduction.

Decision Compass 5 — The whole system, one loop.

◆ **MEASURE**

> *(what do I hold of the five currencies?) → Pitch (one rung above last time, one partner, one-line deal) → Trade (one page signed: scope · money · IP · credit · exit) → Deliver (launch choreography, scoreboard visible to both) → Review (day-30 post-mortem: metric vs target, lessons, repeat?) → Climb — or repeat the rung. Quarterly, on the calendar.*

PART SEVEN · THE OPERATING RHYTHM

Chapter 26 · The Cadence

Cadence	Discipline	The quota
Weekly	Collab hour — Calibre Match's own sourcing-hour model: a fixed slot, a scoreboard	5 touches: DMs, emails, intro asks, swipe session
Weekly	Pipeline hygiene — log every touch	contacted → replied → met → dealt
Monthly	Partner review — who overdelivered, who drained	Repeat with the first · close politely with the second · one co-post per active partner
Quarterly	Ladder review + agreement audit	Climb/repeat decision on the calendar · paper current on every live deal
Annually	One big swing — the rung-six attempt	Licence · major partnership · ambassador — one per year, budgeted

Funnel maths, plainly: an example conversion is 20 touches → 6 replies → 2 meetings → 1 deal. Track your own ratios for four weeks, then work the weakest stage. For most people the weakest stage is touches — they pitch nobody and call it patience.

Chapter 27 · AI at the Collab Table

Job	How AI helps	Guardrail
Target lists	Deep-research tools draft "30 SG brands that gift creators" with sources in minutes	Verify every contact yourself — AI invents addresses
Outreach	Draft first lines from the partner's last three posts	You edit every send; mass-mail tone kills reply rates
Deal stress-test	"Argue the other side of this split" — AI plays your counterparty before they do	The numbers are yours; the model doesn't know your costs
Contract drafts	One-pager → AI first draft → both sides mark up	Lawyer review at rung 4+; AI misses your specific exposure
Content co-creation	Mockup teasers, co-branded templates, caption variants	Disclose AI imagery where required; keep the brand voice yours

Job	How AI helps	Guardrail
Post-mortems	Paste the shared numbers, extract three lessons	Garbage in, garbage out — the scoreboard must be real first

Your Atelier toolkit: Pricer sets the floor every split must clear; BrandForge sharpens the voice your partner borrows; and CollabForge — live now at jdmis.edu.sg/collabforge — turns this paper's worksheets into a working tool: skills inventory, partner scoring, ladder position, one-pager draft. Chapter 27A tours it screen by screen.

Chapter 27A · CollabForge: The Planning Lab, Screen by Screen

jdmis.edu.sg/collabforge — free, no account, runs in your browser (phone included). Twenty minutes of your real numbers takes you from a blank page to a signed-ready package. Screens below were captured live on 30 Sep 2026.

① The Ledger. Score yourself 0–5 on the five currencies from Chapter 2 — money, skill, audience, credibility, capacity. One-tap presets for the new graduate (typically 2·4·1·1·5) and the established brand (3·3·4·4·1). Your two highest are what you sell; your two lowest are what you buy. The mirror column computes your ideal counterpart — near-opposites make the best trades. A "Copy collab profile JSON" button exports this straight into Calibre Match's collab finder (Chapter 27B).

② The Ladder. Count deliveries per rung — swap, gig, split, capsule, partnership, licence — and tick a proof for each: photo, invoice, testimonial, or number. No proof, no rung. Your rung is the highest rung with a proof on file; fewer than three deliveries there and the tool tells you to repeat before you climb, because repeats cost less and bank exactly the evidence the next rung demands.

☐ Explore. Between the ladder and the shortlist sits a brainstorm step, and it is the bridge from worksheets to ideas. The style interview asks you five questions about your style, picked for you from your brand context (carried over from BrandForge if you have used it in the same browser); answer in plain words, half-sentences are fine. Directions to explore then turns your answers into four to six collab concepts — each names the concept, why it fits your style, the partner shape that completes it, a first move, and the risk. Every direction links straight into Calibre Match's collab finder (Chapter 27B) to find the humans, and drops into Step ③ as a partner target. Nothing leaves your browser until you press a Send-to-AI button.

③ Partners. Up to ten prospects, scored on six criteria × 1–5 (brand health, audience overlap, payment record, decision-maker access, contract sanity, capacity match) for a 30-point vetting score. Above 18: approachable now, proofs ready. Below 18: build proof first, not a pitch. Three worked SG examples load with one tap — a wellness salon, a bespoke atelier, a micro creator — each with wants, holds and notes in the Chapter 13 vocabulary. Adding or editing a partner opens a form that mirrors Appendix C: name, form (from the twelve-form map, Chapter 1), follower or customer scale, the currencies they hold, what they want in free text — this line feeds the AI brief — the six-criterion scorecard, and notes.

④ The Trade Designer. Pick a partner and a form; write what each side gives in countable units (pieces, posts, hours, S$, %); set both sides' costs and the revenue split. The split calculator prices it per piece, and the floor check runs one real sale through your split against your Pricer floor — if the sale pays you less than zero-profit, it says so before any handshake does. Beneath it, the three tests from Chapter 3: the one-line sentence (auto-drafted from your entries — who gives what, the split, who posts during launch week, who owns the designs), the exit terms, and the friend test, plus a live one-page agreement preview with all eight headings.

⑤ The Forge. Three adversarial AI passes, one button each. The Strategist drafts the complete package: the one-page agreement, three outreach messages (gig pitch, brand pitch, maker-to-maker), a 30-day plan of five touches a week mapped to your named partners, and a success metric per partner type. The Skeptic attacks it: argues the partner's side of your split, hunts missing exit terms, flags IP risks (registered-design novelty, the commissioned-work copyright default), checks ASAS disclosure on creator deals. The Insider role-plays the person your pitch actually lands on — the salon owner counting display cases, the licensing manager reading her seventh email this week — rejects you with real objections, then rewrites the messages to survive that rejection.

Compile the Collab Plan. When the passes are done you pick your versions: the Strategist's draft or the Skeptic's redraft for the agreement; the Strategist's draft or the Insider's post-rejection rewrite for the outreach. Your inline edits ride along with whichever you choose. Print pack opens one printable view of the agreement one-pager, the three outreach drafts and the 30-day plan — print it to PDF from the dialog — and the same plan downloads as a standalone .html or .md file.

Every AI line is editable inline and your edits ride into the exports: the print pack above, plus a full worksheet to Excel. On jdmis.edu.sg the passes run on the school's managed key — free, no login; your own OpenRouter key works too.

Privacy, exactly. The worksheets never leave your browser — localStorage only. The two Send-to-AI buttons are the only doors: ☐ Explore sends your brand context, ledger and interview answers; the Forge sends your scores, rung, partner names, types, scales and trade terms. Either way the brief goes to the model you chose, over HTTPS, on the school key when on jdmis.edu.sg. Telemetry is anonymous usage counts — never names, partner names, prices or messages. The FAQ & Privacy screen holds the controls: Download my data (a .json of everything, moves between computers yourself), the Excel export of the partner table, an opt-in cloud backup (email plus a one-time code), and Clear all my data, which wipes the browser store.

Chapter 27B · Calibre Match: A Guided Preview (Coming Soon)

Status: not launched. Everything below was walked on the preview build on 30 Sep 2026 — counts and gigs are staging data. Treat this as the manual you will use on launch day.

The three lanes. Graduates browse employer cards — Cartier, Chow Tai Fook, BVLGARI, SK Jewellery (marked hiring), Poh Heng, Lukfook, JDMIS — then swipe; a match only opens a conversation when both sides signal interest, so nobody wastes a cold email. Employers

browse competence cards: role, one-line specialisation, a skills checklist (CAD, stone setting, enamelling, grading) and residency status — the filters that actually shortlist, published instead of a résumé. Clients post to the gig board free, with budget bands and a visible interest count; a gig page shows who posted, category, budget, deadline and how many are already interested — the competition number most platforms hide.

The collab lane. "Build Something Together" is the fourth lane and the one this paper lives in, and the preview walks it in four screens. What do you bring — what do they need? opens the form: tick what you bring and what you need, then describe your idea in simple English — one sentence is enough. Let the AI score your matches does the ranking: it reads every open collab profile in the network, scores each against yours and explains every pick in plain words — score badge plus a "why we're a match" line; redundancy is penalised, interlocking strengths are rewarded. Create a profile to swipe on finishes it: your card carries what you bring and what you need, and a match only opens a conversation when both sides signal interest. CollabForge's Ledger exports your collab profile straight into it (tick the suggested tags, review, save).

Sign-in. Magic link: email in, tap the link, done — 30 seconds, no password, same door for all three lanes.

Tonight versus launch day. Tonight: walk the lanes in the preview, note which competence cards read well and why, and finish your CollabForge ledger so your profile is ready to paste. Launch day: claim your profile first, post or swipe once, and let the matches start counting. The preview counts to beat — 7+ employers, 41+ graduates, 15 matches, 4 gigs — are staging data, not promises.

Chapter 28 · Live Mechanisms: Tonight's Moves

1. Walk the Calibre Match preview — match.jdmis.com (coming soon; magic-link sign-in, no password). Graduates: see the competence card you will claim at launch. Brands: the gig board you will post on, free. Clients: the commission form you have been postponing. At launch, claim your profile first.
2. Join CJS — creativejewellerystudio.com/join, access code JDMISxCJS26. The collective's shelf at DORS sells while you sleep.
3. Trade handles with the person beside you — one sentence each: what you give, what you seek.
4. Calendar the collab hour — Monday 9–10am, from 5 October 2026. Five touches a week; the funnel starts counting.

The 30-day marker, by the next Atelier session: one swap, gig or shared table signed or delivered. Bring the numbers — the room trades proof, not plans.

APPENDIX · TEMPLATES

A. The One-Page Collab Agreement (fill-in)

◆ **COLLABORATION AGREEMENT — [PROJECT NAME]**

Parties: [Legal name / UEN A] and [Legal name / UEN B], dated [date].

Scope: A delivers [X pieces / X posts / X hours of Y] to spec [attach spec sheet]. B delivers [Z]. Deadline: [date]. Late delivery beyond [days] is material breach.

Money: [Fee / split % / deposit % on acceptance / balance before delivery / code commissions %]. Payment within [days] of invoice or POS reconciliation, monthly.

IP: Work created under this agreement belongs to [party]. The other party receives [licence: portfolio + feed use / nothing]. Co-created designs are owned [jointly / by X with licence-back to Y]. Registrations filed by [party] at [party]'s cost.

Credit: Logo usage per attached rules. Tagging order: [@A × @B] on launch posts. Cross-posting [allowed / not] until [date].

Confidentiality: Client lists, supplier costs and unreleased designs remain confidential for [years] after termination.

Term & exit: Term [dates]. Either party may exit with [days] notice. Kill criteria: sales below [target] by [date] → wind down; conduct damaging either brand → immediate exit. Stock bought back at cost. Content [removed / rights revert] within [days]. No disparagement.

Signatures: _____ (A) · _____ (B) · Date _____

Working document for education, not legal advice. For rung 4+ deals, licences and exclusivity, have a Singapore lawyer review.

B. Outreach Messages (three first-touch templates)

◆ GIG PITCH (NEW ENTRANT → STUDIO)

"Hi [name] — JDMIS-trained [skill], I fix rings/finish casts/render CAD evenings and weekends. Your queue for small repairs is money you're losing at the bench rate; I take them at [S$X/job], half on acceptance, your QC. Two recent jobs attached. Could I take the next three off your list?"

Brand pitch (brand → creator): "Hi [name] — your [specific post] is exactly the register of our [line]. Paid partnership, not gifting: [S$X] for [1 reel + 2 stories], our code [NAME10] pays you [Y%] of every sale it brings, tracked. We'd want usage rights for our feed for 60 days. Full brief attached — fair?"

Collab pitch (maker → maker): "Hi [name] — our buyers overlap and our making doesn't: you [skill], me [skill]. A 10-piece capsule, costs 50/50, revenue 60/40 my way as I carry production, both post launch week, designs stay mine. One page, exit terms included. Coffee this week?"

C. Partner Vetting Scorecard (score 1–5 each)

Criterion	Question	Score
Brand health	Press, controversies, how they treat collaborators	
Audience overlap	Their buyers already buy this category and price	
Payment record	Ask two people who've worked with them	
Decision-maker access	You're talking to someone who can sign	
Contract sanity	Their paper is readable, or they'll use yours	
Capacity match	What they'll demand, you can supply at 3×	

D. The Self-Audit Worksheet

Score yourself 0–5: Money ___ · Skill ___ · Audience ___ · Credibility ___ · Capacity ___. Two highest = what you trade. Two lowest = what you buy. Your next collab should trade exactly those — write the one-line deal before you send anything.

References & Further Reading

- JCK Magazine, "Jewelry Design Collaborations" (2 Sep 2020) — Hearts On Fire × Hayley Paige; Maya Brenner × Alli Webb; Muzo; Gemfields; Stephen Webster; Tiffany design-collab lineage.
- Fashion Law Journal, "Time Capsule: Successful and Failed Collaborations in Fashion" (20 Jan 2025) — Tiffany × Nike; Skims × Swarovski; Loewe × Howl's; Adidas × Yeezy; LV × Murakami.
- impact.com, "Influencer Gifting" (2025) — three-decision framework; OLIPOP and MVMT economics; creator compensation preferences; tracking benchmarks.
- Influencer Marketing Hub, "Influencer Marketing Benchmark Report 2026" — fraud statistics; platform and tier intentions (600+ marketers).
- The Creator List Asia, "How Much Do Influencers Charge in Singapore" (2026 guide) — tier rates and adders.
- TikTok Ads Help Center, "About open collaborations in Seller Center" — affiliate commission mechanics.
- ASAS / CNA (Aug 2018) and Marketing Agency SG compliance guide (2026) — Singapore influencer disclosure requirements.
- IPOS (Intellectual Property Office of Singapore) — copyright ownership and commercialisation; registered designs forms, fees and how-to-register; trade marks forms, fees and how-to-register (accessed Sep 2026).
- Singapore Legal Advice — influencer marketing agreements; celebrity name/likeness use; commissioned-work ownership.
- Singapore Judiciary, Small Claims Tribunals — claim limits and process.
- Robinson+Cole Sports & Entertainment Law Blog (May 2025) — celebrity loans, Dover Street Market v. Reynolds, "as worn by" licensing.
- Born to License — Disney consumer-products licensing process; Hippo Blue case study. RoyaltyRange — brand-licensing royalty ranges. AllBusiness — minimum guarantees.
- CNA Luxury, "Risis at 50" (2 Apr 2026); Business Times (Oct 2025) Aupen × LVMH; Straits Times (Nov 2025, Aug 2026) SG creator capsules.
- Ganoksin Orchid forum (2007) and Jewelry Making Journal — trunk show and consignment splits.
- MJJ Brilliant (Feb 2024) — limited-influencer-collection deal flow. Jewel360 (Jun 2024) — jewellery partnership map.
- match.jdmis.com (fetched 24 & 30 Sep 2026) — Calibre Match preview mechanics and staged gigs; site not launched at session time. jdmis.edu.sg/collabforge — CollabForge planner, walked 30 Sep 2026. creativejewellerystudio.com — CJS membership and DORS retail.
- JDMIS MK100 course materials — promotion, PR and digital-marketing modules (partnerships and joint activities; third-party endorsement; source credibility).

A Final Word from the Atelier

Collaboration is how a business buys what it cannot make: audience, credibility, hours, reach. The trade is designed, not fallen into — five currencies, one page, a metric, an exit. The ladder is climbed, not teleported — swap, gig, split, capsule, partnership, licence, each rung paying for the next. And the room you sat in tonight is itself the first mechanism: forty people, each holding a different surplus and a different shortage, one sentence apart.

Make the trade deliberate.

— Alex Zupancich · JDMIS Atelier Sessions · 30 September 2026 · Next week: Outsourcing