

L'ORÉAL BRANDSTORM

2026

THE BIGGEST YOUTH INNOVATION COMPETITION WORLDWIDE

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INTRODUCTION

Dear Brandstormers,

Welcome to this new edition of L'Oréal Brandstorm!

This document will be your guide to kickstart your journey and help you build the innovative project you will present for the competition.

We are happy to share with you all the key information regarding L'Oréal Brandstorm 2026 mission. It is equally as challenging as today's evolving business landscape, so that you can test yourselves on a real case within the context of today's business environment. We hope that you will **learn, innovate, and enjoy this mission!**

If you play Brandstorm, you're not just here to crack an innovation; you're here to grow. This experience is designed to help you work closely with others, open your mind to new perspectives, and learn directly from the industry. It's an opportunity to collaborate, challenge your assumptions, and truly learn from the "collisions" of ideas with bright minds from around the world. **Beyond a mere competition, Brandstorm is an ecosystem built to foster your resilience, intellectual curiosity, and ability to transform concepts into reality.**

The different steps & deadlines of the competition will be communicated to you on your **country challenge page on brandstorm.loreal.com** by your local Brandstorm manager. Do not hesitate to contact them if you have any questions and stay tuned to your challenge page for updates and all things on L'Oréal Brandstorm!

YOUR MISSION

The luxury fragrance landscape is primed for disruption. Consumers are seeking exceptional sensorial journeys and emotional connections. Your mission: transcend traditional perfumery, crafting unparalleled olfactive experiences. Fuse pure creativity with pioneering tech & science. Design beyond products – envision bespoke services and immersive journeys that redefine how consumers connect with scent.

L'Oréal Brandstorm 2026 mission in partnership with L'Oréal Luxe Division is:

CRAFT THE FUTURE OF LUXURY FRAGRANCE

DESIGN UNPARALLELED PRODUCTS AND EXPERIENCES, POWERED BY PURE CREATIVITY, PIONEERING TECH & SCIENCE, AND BESPOKE SERVICES

To uncover innovative ways to engage fragrance consumers, **you can explore one or more of the playing fields that make our unique fragrance creation savoir-faire - the Art & Science of Fragrance:**

PRODUCT CRAFTSMANSHIP:

Dive into the evolving world of luxury scents by challenging conventional fragrance norms and identifying sophisticated unmet desires, enabling the creation of unparalleled products that truly transcend mere scent.

Product Craftsmanship is at the core of our Fragrance savoir-faire: an obsession with hyper quality and hyper creativity. It can be found in the fragrance juice creation itself, by offering new accords, using the most qualitative & surprising ingredients.

- Libre, huge success and #2 worldwide, with the Fougère accord, an icon of masculine fragrances, used to design an exquisite feminine juice.
- The new Prada Paradigme redefines masculine perfumery through unexpected compositions. The layering of notes in a fragrance is traditionally visualized as a pyramid, opening on top notes, followed by the heart and finally the lingering base. In a symbolic echo of the iconic Prada triangle, *Paradigme* inverts this structure, tracing its composition from the bottom up in what is termed a 'reverse pyramid'. The result is an unexpected yet highly sophisticated fragrance that rethinks the traditional way to create a fragrance, finding new expression and possibility through an inverted architecture.



It is also about designing state of the art packaging. Of course, fragrance bottles but also new ways of experiencing fragrance: solid, creams, mists, etc...



And, to lead a shift in consumptions in the industry, by offering sustainable options, like refillable bottles or the refill fountain.

TECH & SCIENCE:

Harness the power of cutting-edge technology and scientific advancements across the entire luxury fragrance value chain—**from extraction and creation to augmented consumer journeys.**

Think personalized products and experiences, smart and connected devices, and seamless omnichannel beauty journeys—an entire ecosystem of possibilities awaits passionate people eager to make their mark.

Imagine a world where technology delivers tailor-made beauty and tech solutions that allow everyone to express their true self with confidence. Harness **the power of data, digital tools, virtual reality, and GenAI** and propose truly innovative ideas that shatter expectations, answer consumer unique needs, and unlock new possibilities of self-expression.

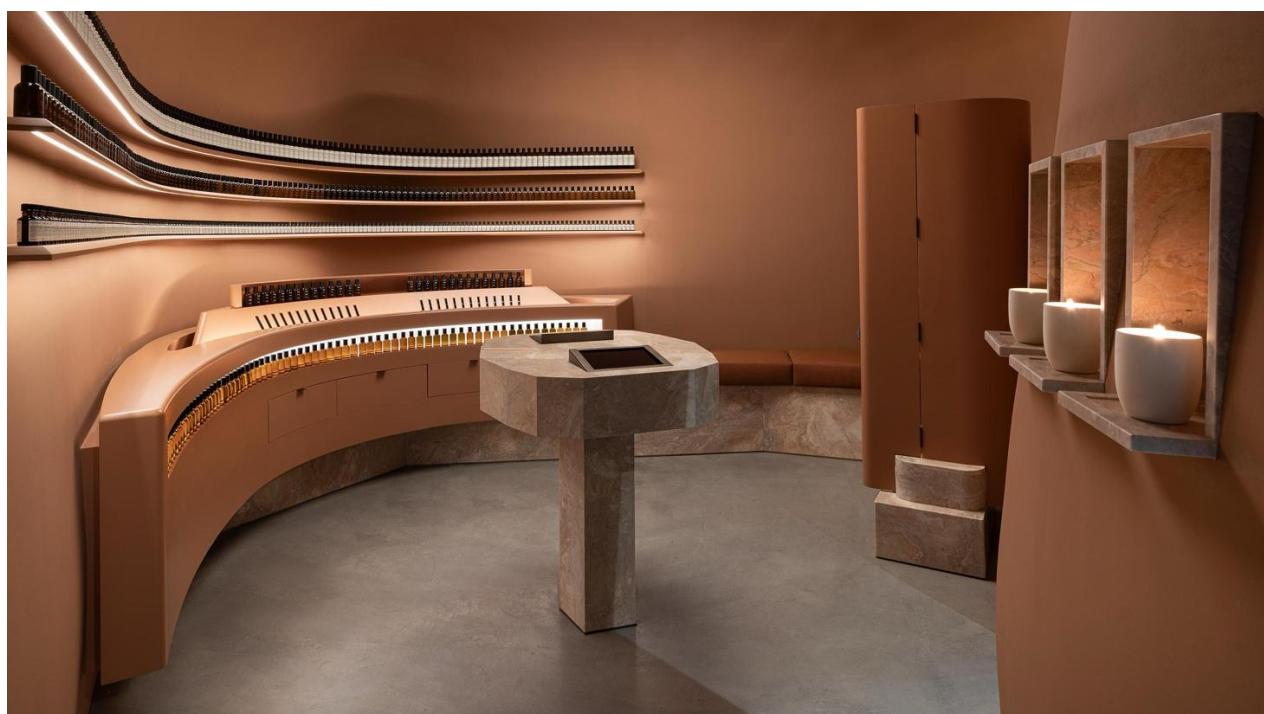
TRANSFORMATIVE EXPERIENCE:

Luxury fragrance is not only about developing **exquisite, ethically sourced olfactive creation** encased in **desirable, sustainable, refillable packaging** that elevates both aesthetic and performance, but also pushing beyond traditional perfumery **to design immersive consumer journeys.**

To stand out in the ultra-crowded fragrance industry, and stay number one, it is key to innovate and be obsessed by the way your consumers are going to experience your fragrances, and encounter your scents, bottle, consistently online & offline. Through **captivating storytelling, multi-sensory retail environments, and engaging digital content**, the aim is to evoke **profound emotion, create lasting sensorial impressions**, and ultimately build an unparalleled luxury lifestyle experience that fosters **deep connection** and enduring brand loyalty. It's also about creating **e-commerce services & solutions and engaging immersive digital content** that resonates with consumers across every touchpoint to capture their attention and fuel their desire.

Example:

- **Aesop's hosting experience.** When a customer enters any door around the world, they encounter familiar features: the products, expert knowledge, but most importantly gracious hospitality, including hand washing ritual, that awaken the senses of our consumers.
- In selected store locations, visitors can discover the **Fragrance Armoires** - a central luminous glass 'infusion chambers' allowing visitors to infuse garments with a chosen scent and leave the store carrying a trace of the Aesop experience with them. Their chosen fragrance is sprayed into the chamber, and the glass doors are shut for a few seconds, letting the aroma infuse the fabric.
- In four Aesop stores, the concept and consequence of the Armoire expand quite literally into **the Sensorium**—an entire room designed to rouse the senses, subvert expectations, and evoke worlds beyond the immediate environment. Visitors can delve more deeply than ever into the inspirations behind the brand's Eaux de Parfum, while engaging with each fragrance directly.



ADVOCACY & COMMUNITIES:

In order to drive interest and resonate with your consumers, you need advocates: creators, influencers, ambassadors, and communities, who will talk about your creations, and make them stand out.

In Fragrance especially, where #fragrancetok drives what's in, what's out, defining the new fragrance trends for each seasons, and sometimes even repushing icons. It is key to think about how we interact with the community of fragrance connoisseurs and influencers, to ensure we are relevant to them and their audience, but also, making them feel included. A great recent example of how to connect with communities, and foster them is the new Miu Miu Miutine Launch. The brand sent over a very special seeding box, including a mini miu miu mic, and Miutine questions to answer. The seeding kit quickly went viral on TikTok, Instagram & even LinkedIn.



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AD | are you miutine? ...

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Finally, Luxury brands must **move at the speed of culture**, in order to be timeless, & timely.



Not only by **working with the right global and local ambassadors**, like Dua Lipa for YSL Beauty, Tom Holland for Prada Beauty, Usher for Ralph Lauren or Olivia Rodrigo for Lancôme, but also through **having a role in shaping culture**, like **Armani Beauty**, its ties to cinema by sponsoring many film festivals, including the **Venise Film Festival**, where the brand has its own award, and gathered many talents from the industry, this year, the Giorgio Armani Cinema Club, fostering exchange and conversations about cinema.

What are you expected to do?

We challenge you to elevate creativity to design unparalleled products and transformative experiences that will redefine the olfactory landscape.

You will need to master the balance between Art & Science, be driven by a permanent quest for the extraordinary and be obsessed to unlock the emotional power of luxury fragrance.

You will have to keep in mind:

- **Fragrance at the Forefront:** Dive deep into the multiple facets of luxury fragrance savoir-faire. Find symbiosis between emotion and reason, between intuition and expertise, between art and science. Deviate from traditional norms, drive change through bold innovation and memorable experiences.
- **Harness the power of technology & science:** Integrate data, digital tools, augmented reality, and the magic of Generative AI to create unforgettable creations that break boundaries.
- **Inclusivity & Sustainability:** Build with purpose! Ensure your creations are inclusive and have positive impact, for a more mindful beauty.

For the initial submission the participants will be asked to upload **3 slides explaining their idea** (ppt, pptx or pdf format) and a **3-min pitch video** (mp4 format) **presenting their team by answering questions based on Brandstorm Team criteria**.

DELIVERABLES & FRAMEWORK

For the first stage of competition, you are asked to produce:

1) 3-slide pitch to explain your project (ppt, pptx or pdf format, 50MB max)

Use **3 slides only** to pitch your idea. No introduction/welcome or final thank you slide is necessary. Give information about the solution, e.g., how it is feasible and scalable, how does it align with sustainability and inclusivity. Do not hesitate to use Adobe Express to create your 3-slide pitch.

Use the frame below to help you develop and pitch your project:

OBJECTIVE	EXPLANATION
Focus your project on a L'Oréal business scope (remember that it must be scalable)	Please choose what of the below scopes your project will cover: <ul style="list-style-type: none">• L'Oréal Groupe (project scalable to all the Group)• L'Oréal Luxe division (project focus only to the division of the Group)• L'Oréal Luxe division brand (specific focus on a brand)
Elevator pitch: Describe your innovation in one simple paragraph	In few sentences present your concept and explain what makes your solution innovative.
Does your solution align with sustainability and inclusivity commitments of L'Oréal?	Show how your solution is sustainable and inclusive e.g., choice of materials, target group.
Is your solution scalable at a worldwide level?	Explain if it would be possible to introduce your solution globally and why?

Would it be feasible in terms of cost and profitability? What would be the approximate selling price?	Be aware of how realistic your solution is, it can be based on estimations. You don't have to build a business plan; we are interested in hearing your idea more!
Describe the Key Performance Indicators (KPIs) you will use to assess the success of your innovation.	How will you measure the success of the implementation of your solution, e.g., number of users, sold units, engagement.

2) 3 minutes pitch video to present your team by answering 5 questions based on Brandstorm Team criteria (mp4 format, 50MB max)

In the **video**, focus on presenting your team, not your innovation idea. Tell us more about who you are by answering 5 questions, based on Brandstorm Team criteria (that you can find below). The team can assign questions amongst themselves, ensuring everyone gets a chance to speak in the video. Do not hesitate to use Adobe Express to create your 3 minutes pitch video.

Please answer the following questions:

- 1) **Judgment:** What guided your decision-making in complex situations?
- 2) **Resilience:** What were the hurdles during the project and how did the team overcome them?
- 3) **Ambition:** What were the vision and long-term goals of your project?
- 4) **Empathy:** How do you support each other as a team?
- 5) **Learning Agility:** Did you encounter unfamiliar topics and how did you deal with it?

EVALUATION CRITERIA

Project evaluation criteria at every step of the competition

At each step, the projects will be evaluated out of 25 points. The criteria are detailed below.

EVALUATION CRITERIA	MAX POINTS
INNOVATIVE	5
SUSTAINABLE	5
INCLUSIVE	5
FEASIBLE	5
SCALABLE	5
TOTAL GRADE	25

What are we expecting from you?

Innovative – We want your team to be bold and bring to the table the products and solutions never seen before.

Sustainable – We want your team to take the responsibility and be mindful of the impact that your project will have on the planet.

Inclusive – We want your team to be mindful of diverse needs in our society to not exclude any particular social groups (gender, sexual orientation, socio-economic and multicultural origins, people with disability, all ages & generations...), and to make your project as equally accessible as possible to all potential users.

Feasible – We want your project to be realistic and possible to implement.

Scalable – We want your team to present a project realizable on a big scale.

Team evaluation criteria at every step of the competition

Aside from the project evaluation, L'Oréal experts will evaluate the teams' compatibility with Brandstorm Team criteria:

EVALUATION CRITERIA	MAX POINTS
JUDGMENT <i>What guided your decision-making in complex situations?</i>	Strongly observed (5 points) Observed (2 points) Not observed (0 point)
RESILIENCE <i>What were the hurdles during the project and how did the team overcome them?</i>	Strongly observed (5 points) Observed (2 points) Not observed (0 point)
AMBITION <i>What were the vision and long-term goals of your project?</i>	Strongly observed (5 points) Observed (2 points) Not observed (0 point)
EMPATHY <i>How do you support each other as a team?</i>	Strongly observed (5 points) Observed (2 points) Not observed (0 point)
LEARNING AGILITY <i>Did you encounter unfamiliar topics and how did you deal with it?</i>	Strongly observed (5 points) Observed (2 points) Not observed (0 point)
TOTAL GRADE	25

L'ORÉAL LUXE DIVISION

L'Oréal Brandstorm 2026 is brought to you in partnership with **L'Oréal's Luxe Division (LLD): N°1 in Luxury Beauty worldwide** since 2023 and **outperforming the market** for the 14th consecutive year.

L'Oréal Luxe's History

It is 60 years of expertise that made the division the worldwide leader in Luxury beauty.

The true beginning of L'Oréal's Luxe Division can be traced back to a pivotal moment in **1964 with the acquisition of Lancôme**. This was L'Oréal's "first stepping stone" into building a luxury goods empire. Lancôme, founded in 1935, already embodied French elegance and sophistication, making it the perfect brand to kickstart L'Oréal's presence in the Luxury industry.

Following this crucial first step, L'Oréal continued to expand its luxury portfolio: In **1970**, skincare brand **Biotherm** joined the L'Oréal family.

The **1980s** saw L'Oréal acquire **Helena Rubinstein**, the **Armani Beauty** license, and a significant entry into the fragrance market in **1984**, with the acquisition of the license for the American perfume brand, **Ralph Lauren**.

The late **20th and early 21st centuries marked a period of accelerated growth** and strategic consolidation for L'Oréal Luxe.

A major milestone occurred in **2008** when L'Oréal acquired **YSL Beauté**. This move was incredibly significant, seen as "opening a whole new chapter" with the ambition of making L'Oréal the world leader in selective distribution.

The Division's expansion continued with a series of targeted acquisitions & partnerships:

- With couture brands like **Valentino, Prada, Azzaro, Mugler** and more recently, the very hot **Miu Miu & Jacquemus**.
- With local experts like American brands **Urban Decay, IT Cosmetics and Youth to The People**, Japanese skincare brand **Takami**, legendary French holistic brand Carita and, more recently, the Melbourne-based **Aesop** & UK-born **Medik8**.

Today, one of the division's strongest assets, is its portfolio of **27 complementary & extraordinary brands**, including 5 billionaire brands (Lancôme, YSL Beauty, Armani Beauty, Kiehl's, Helena Rubinstein) allowing it to cover all luxury beauty consumers dreams around the globe.