

L'ORÉAL BRANDSTORM

THE **BIGGEST** YOUTH INNOVATION
COMPETITION WORLDWIDE

L'ORÉAL
BRANDSTORM
2026

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THE BIGGEST YOUTH INNOVATION
COMPETITION WORLDWIDE

Craft THE FUTURE OF
LUXURY FRAGRANCE

REGISTER NOW

[BRANDSTORM.LOREAL.COM](https://brandstorm.loreal.com)

IN PARTNERSHIP WITH

L'ORÉAL
LUXE

 Adobe Express

MUGLER RALPH LAUREN **eachaerel** AZZARO **DIESEL** Maison Margiela PARIS Atelier Cologne PARIS VIKTOR&ROLF VALENTINO LANCÔME PRADA YVES SAINT LAURENT **mu mu** ARMANI JACQUEMUS Aēsop.



CRAFT IT.
NAIL IT.

L'ORÉAL BRANDSTORM

WHAT
IS L'ORÉAL
BRANDSTORM

WHY
SHOULD YOU
PLAY
THE GAME

HOW
CAN YOU
UNLOCK YOUR
LEVELS

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**WHAT IS L'ORÉAL
BRANDSTORM?**

WHAT IS BRANDSTORM?

L'Oréal Brandstorm is L'Oréal's Groupe's signature innovation competition for young people.

Launched 34 years ago, Brandstorm is one of L'Oréal's longest-running programs and is **dedicated to helping youth kickstart their careers.**

In 2025 edition in DACH-region

- 2500 competed
- 200 projects were submitted
- Top 10 were invited to pitch in front of the jury in L'Oréal DACH HQ in Düsseldorf
- And winning team **represented** DACH-region during the L'Oréal Brandstorm International Final in Paris at VivaTech.



BRANDSTORM

TIMELINE



GAMEPLAY

NOVEMBER 3rd 2025

Create a team & submit your idea to enter the competition. Benefit from masterclasses, coaching & e-learning resources along the way



LOCAL SELECTION

APRIL 12th 2026

Out of all submissions, **the best teams are locally shortlisted**



LOCAL FINALS

MAY 14th 2026

The top teams are invited to **pitch their ideas at the local L'Oréal HQ!**



VIVA
TECHNOLOGY

INTERNATIONAL FINALS

JUNE 18th SEMI FINALS
JUNE 19th FINALS

Top Winning teams from participating countries/regions are invited to the L'Oréal HQ in Paris to **pitch their idea in front of the executive jury!**

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**WHY SHOULD YOU PLAY
THE GAME?**



BRANDSTORM

LEVEL 1

UNLOCK **NEW SKILLS** AND **GET CERTIFIED**

BE PART OF **A UNIQUE LEARNING EXPERIENCE**

Get access to **resources**,
masterclasses and **mentoring**
with **L'Oréal experts**



The only certified youth innovation competition

Certified by  the 1st international quality benchmark for
online courses



GET ACCESS TO THE ULTIMATE CREATIVE TOOL

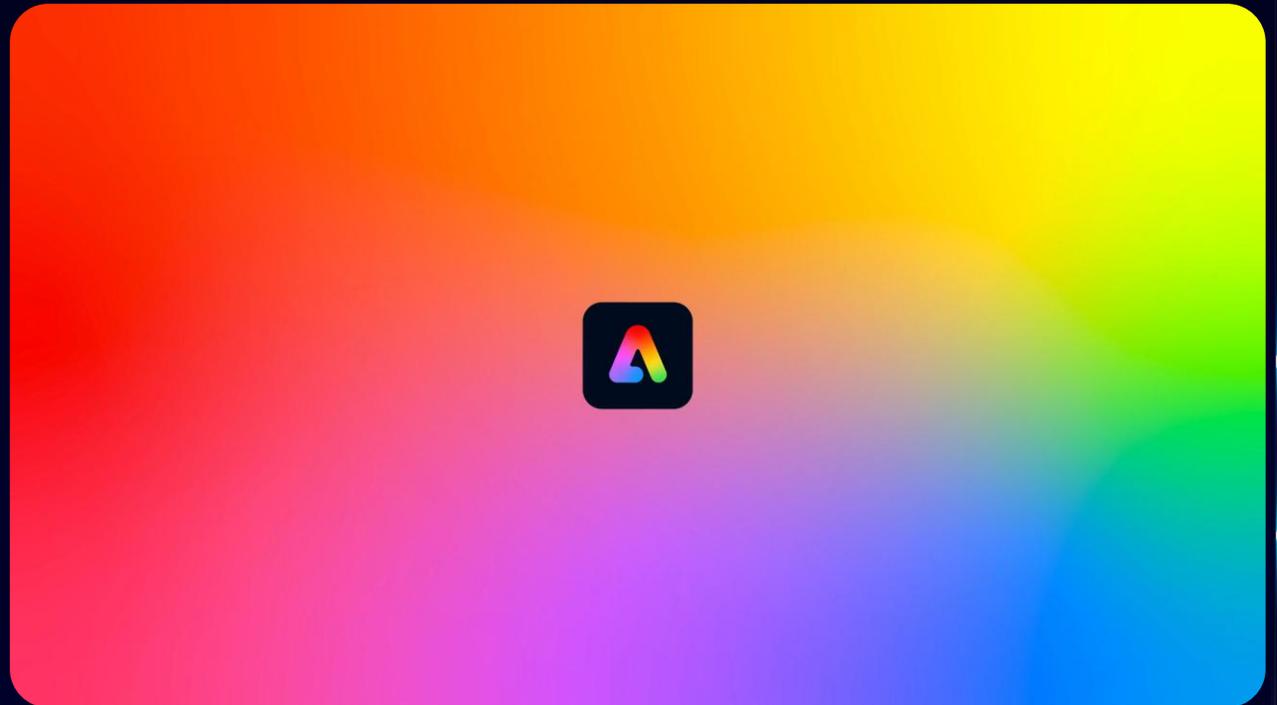
4-month complementary trial of Adobe Express Premium:

an AI-powered tool to create stunning
presentations and videos



Get access to resources and masterclasses
with Adobe Express experts to boost your
creativity and master the tool

L'ORÉAL
BRANDSTORM X Adobe Express



GET COACHED BY L'ORÉAL EXPERTS WHILE WORKING ON A REAL BUSINESS CASE

Work on **a real business case**,
get coached by **L'Oréal professionals**
and discover **the Beauty Tech industry**



GET CERTIFIED & BOOST YOUR EMPLOYABILITY

Add L'Oréal Brandstorm
to your resume and LinkedIn
as **professional experience**
& stand out from the crowd





BRANDSTORM

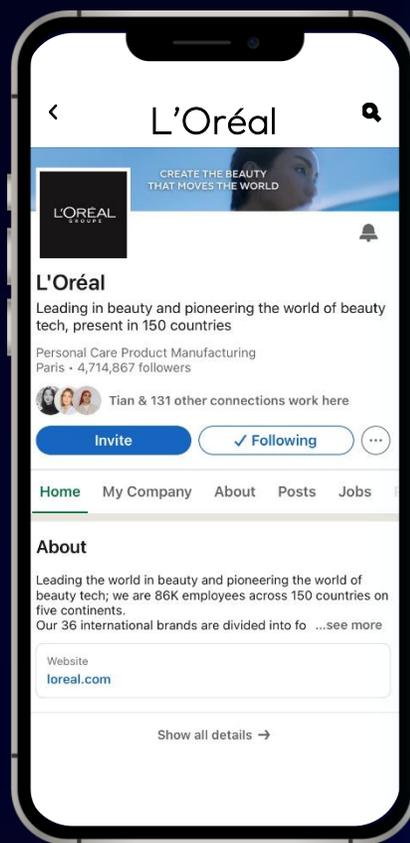
LEVEL **2**

BOOST **YOUR CAREER**

L'ORÉAL
BRANDSTORM
2026

OPEN UP **PROFESSIONAL OPPORTUNITIES** AT L'ORÉAL

Did you know that there are thousands of Brandstorm Alumni working at L'Oréal today? To name a few...



L'ORÉAL
GROUPE

VALENTINO

YVES SAINT LAURENT

L'ORÉAL
Consumer Products

Camille KROELY
Chief Metaverse & Web3
Officer

Riccardo CERSOSIMO
International Marketing
Director – Valentino
Fragrances

Jaron CHAN
Global Marketing Director
YSL Make-up

Sharon YAP
General Manager Consumer
Products Division at L'Oréal
Philippines



BRANDSTORM

LEVEL **3**

LIVE A **ONCE-IN-A-LIFETIME**
EXPERIENCE

L'ORÉAL
BRANDSTORM
2026

TRAVEL TO THE L'ORÉAL HQ IN PARIS FOR THE INTERNATIONAL FINAL

L'Oréal Brandstorm participants
come from **64 different countries.**

By participating you **join the international community**
& get a chance to **meet people from all around the world!**



GET HIRED AT L'ORÉAL & GO INSIDE L'ORÉAL ACCELERATOR AT THE L'ORÉAL HQ IN PARIS



Mission accelerator (3-Month Track)
STUDYING THE FEASIBILITY OF THE PROJECT



Proximity to TOP MANAGEMENT
Exposure to FIELD, PRODUCT, AND CONSUMER
MENTORING on soft skills

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**HOW CAN YOU UNLOCK
YOUR LEVELS?**

ARE YOU IN ?

SIGN-UP IN 3 STEPS

1

REGISTER

On the official
L'Oréal Brandstorm
Platform

2

CREATE OR JOIN A TEAM

Create your team
or join an existing team of 3
members and start working on
your project!

3

SUBMIT YOUR PROJECT

Upload a short video presenting
your team by answering 5
questions + slides explaining
your idea

WHO CAN **PARTICIPATE?**

ALL BETWEEN 18-30 YEARS OLD
PROFESSIONALS AND STUDENTS

ALL MAJORS AND FIELDS OF STUDY
WELCOME

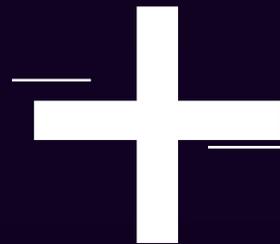
TEAMS OF 3
CREATE OR JOIN A TEAM



DELIVERABLES

3 SLIDES

Pitch your project



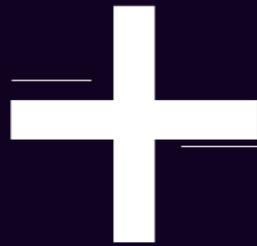
3-MIN VIDEO

Present your team by
answering 5 questions based
on Brandstorm
Team criteria

SELECTION CRITERIA

YOUR **PROJECT**

3 SLIDES TO PITCH YOUR PROJECT



YOUR **TEAM**

3 MIN VIDEO TO PRESENT YOUR TEAM BY
ANSWERING 5 PRE-DEFINED QUESTIONS

INNOVATIVE
SUSTAINABLE
INCLUSIVE
FEASIBLE
SCALABLE

JUDGMENT
RESILIENCE
AMBITION
EMPATHY
LEARNING AGILITY

PROJECT CRITERIA

INNOVATIVE

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

SCALABLE

We want your team to present a project be realizable on a big scale

YOUR PROJECT

We want you to pitch an innovation idea

FEASIBLE

We want your project to be realistic and possible to implement

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, and to make your project as equally accessible as possible to all potential users

TEAM CRITERIA

JUDGMENT

Balance intuition and analysis to cut through complexity and take sound decisions.

RESILIENCE

Leverage an ownership mindset, sense of purpose and personal values to persist and sustain energy **to bounce back.**

AMBITION

Think big and ahead, set high ambition for oneself and for the company, and pushes oneself and others to do the **extra mile** to achieve exceptional performance.

YOUR PROJECT

We want you to build a diverse team with a complementary skillset

EMPATHY

Be an active listener, understand and **respect emotions,** and create genuine and **trustful relationships** with a wide network of diverse people.

LEARNING AGILITY

Learn constantly by showing openness & curiosity, and the courage to step outside of comfort zone.

QUESTIONS BASED ON BRANDSTORM **TEAM CRITERIA**

- **JUDGMENT**
What guided your decision-making in complex situations?
- **RESILIENCE**
What were the hurdles during the project and how did the team overcome them?
- **AMBITION**
What was the vision and long-term goals of your project?
- **EMPATHY**
How do you support each other as a team?
- **LEARNING AGILITY**
Did you encounter unfamiliar topics and how did you deal with it?

TIMELINE TO UNLOCK YOUR LEVELS

1

GAMEPLAY

NOVEMBER 1st, 2025

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2

LOCAL SELECTION

APRIL 12th 2026

Out of all submissions, the best teams are shortlisted

3

LOCAL FINALS

MAY 14th 2026

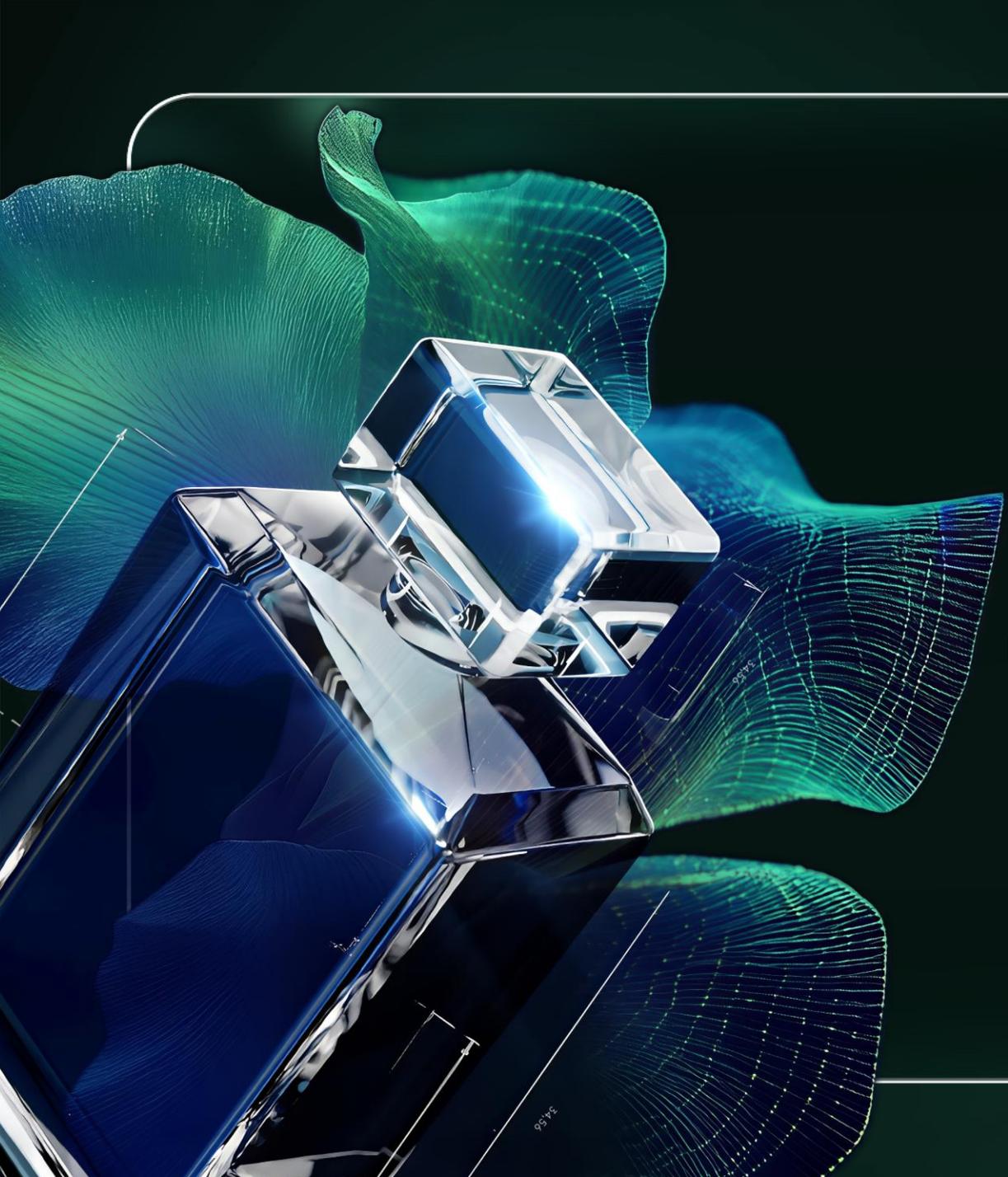
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4

INTERNATIONAL FINALS

JUNE 2026

Winning teams from participating countries/regions are invited to the L'Oréal HQ in Paris to pitch their idea in front of the executive jury!



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