

# L'ORÉAL

## L'ORÉAL SELECTS FRANCE'S 'CARING 4 BEAUTY' AS BRANDSTORM 2023 WINNER

**Paris, 16 June** – [L'Oréal](#) today announced France's 'Caring 4 Beauty' team as the winner of Brandstorm 2023, L'Oréal's global, immersive learning competition for youth under 30. 'Caring 4 Beauty' won for their concept, URMODEL, inspired by the theme, 'Crack The New Codes of Beauty', referencing technology's growing influence across the beauty industry. The selection was announced live from the Viva Technology conference in Paris.

In the finalist round of the competition, 'Caring 4 Beauty' competed against nine teams from Brazil, Chile, Mainland China, India, Kenya, Malaysia, the Middle East, Spain & Portugal, and Taiwan region. Each team pitched their AR, VR, AI and metaverse-inspired beauty concepts to the Brandstorm executive jury, for a chance to win a three-month business intrapreneurship at L'Oréal Groupe headquarters in Clichy.

The French team, represented by Inès Flammant, Marie Landrevie and Sophie Martinez, advanced to the top three, alongside teams representing Kenya and Malaysia. France's URMODEL project was deemed the most innovative, tech-driven, sustainable, inclusive and feasible among all the Brandstorm 2023 concepts and crowned winner. URMODEL aims to deliver a hyper-personalized shopping experience by allowing anyone with a mobile phone to see themselves as the model on L'Oréal e-commerce websites. Consumers get a full, augmented beauty experience by being the face of their own beauty aspirations.

*"Congratulations to Inès, Marie and Sophie of 'Caring 4 Beauty', whose passion for innovation and digital were the inspiration behind URMODEL," said **Jean Claude Le Grand, Chief Human Relations Officer, L'Oréal Groupe.** "Each year, Brandstorm provides a unique learning opportunity, recognized with EOCCS<sup>1</sup> certification and providing 100,000 people around the world with insight into career opportunities at L'Oréal. Brandstorm is an integral part of our Groupe, reinforcing both our employer brand and L'Oréal's global ranking as the fifth<sup>2</sup> most preferred company among students."*

Brandstorm is one of L'Oréal's longest-running programs, dedicated to helping youth kickstart their careers. It celebrates its 31<sup>st</sup> anniversary with a record-breaking 92,000 people from 72 countries registered in the competition, and almost 700,000 participants in total since its launch in 1998. In partnership with Salesforce, Brandstorm provides vital digital upskilling and coaching for students and professors alike, through masterclasses developed by L'Oréal subject matter experts. Today, Brandstorm is integrated into the curriculum of almost 100 universities across the globe and is accredited by EOCCS as an online learning course.

### **About L'Oréal**

*For over 110 years, L'Oréal, the world's leading beauty player, has devoted itself to one thing only: fulfilling the beauty aspirations of consumers around the world. Our purpose, to create the beauty that moves the world, defines our approach to beauty as inclusive, ethical, generous and committed to social and environmental sustainability. With our broad portfolio of 36 international brands and ambitious sustainability commitments in our L'Oréal for the Future programme, we offer each and every person around the world the best in terms of quality, efficacy, safety, sincerity and responsibility, while celebrating beauty in its infinite plurality.*

*With 87 400 committed employees, a balanced geographical footprint and sales across all distribution networks (e-commerce, mass market, department stores, pharmacies, hair salons, branded and travel retail), in 2022 the Group generated sales amounting to 38.26 billion euros. With 20 research centers across 11 countries around the world and a dedicated Research and Innovation team of over 4 000 scientists and 5 500 tech and digital professionals, L'Oréal is focused on inventing the future of beauty and becoming a Beauty Tech powerhouse.*

More information on <https://www.loreal.com/en/mediaroom>

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<sup>1</sup> Universum 2022 and 2023 - Business Students

<sup>2</sup> Online Course Certification System; first international quality benchmark for online courses - EFMD

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