

THE L'ORÉAL SCHOLARSHIP

Since 1995, L'Oréal has been an official partner of and encouraged the development of the Global MBA in Luxury Brand Management as a welcome initiative to prepare top-notch managers with multicultural experience and a flair for luxury brands.

L'Oréal thus decided to award a scholarship in order to encourage particularly international and creative applicants to follow the MBA.

Requirements and eligibility criteria:

In order to be considered for the L'Oréal Scholarship, candidates must:

- Demonstrate financial need. Candidates from countries offering government educational loans and grants and/or special student bank loans (US and EU Citizens for example) should prove that they are either partially or fully unable to tap into these resources to meet their financial needs.

- Submit an essay. This essay should be 500-600 words in length, typed, addressed to the L'Oréal Scholarship Committee, sent to the email address below before the MBA application deadline. In this essay the candidate should choose to write about 1 of the following 2 subjects:

- 1) How can we reenchant the luxury retail experience for any one of L'Oréal Luxe's brands (you may choose which brand) or
- 2) Please describe a recent retail experience in any luxury brand that has particularly surprised and impressed you and explain why.

The L'Oréal Scholarship recipient will be selected according to the following criteria:

- Creativity and innovation
- Aesthetic sense/sensitivity to luxury brands and understanding of the challenges they are facing today
- Sense of retail
- Multicultural/international exposure
- Capacity to manage complex situations
- Good communication skills

Deadline: Friday, 29 June 2018

Please send to: global-mba@essec.edu

Please use for the subject line: L'Oréal Scholarship: Your Full Name