

THE L'ORÉAL SCHOLARSHIP

Since 1995, L'Oréal has been an official partner 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.

Application Requirements

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

1) 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 and must supply a letter of refusal from the bank/institution for part or all of their loan request.

Candidates should, in addition, supply:

- A copy of their monthly pay slip
- A detailed chart of their financial needs for the academic year, stating the amount they can provide themselves and the outstanding amount

Kindly note that scholarship requests will automatically be refused if the above-mentioned documents are not provided.

2) Submit an essay.

This essay should be 500-600 words in length, typed, addressed to the L'Oréal Scholarship Committee. In this essay, the candidate should choose to write about 1 of the following 2 subjects:

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

Eligibility Criteria

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 and Submission

Friday, 15 March 2019

Please send your application, comprising the documents demonstrating financial need and essay, to global-mba@essec.edu

Subject Line: L'Oreal Scholarship: Your Full Name