

ESSEC

MBA

INTERNATIONAL
LUXURY BRAND
MANAGEMENT

L'ORÉAL

THE L'ORÉAL SCHOLARSHIP

Since 1995, L'Oréal has encouraged the development of the MBA in International 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, and sent in a sealed envelope along with the completed MBA application form before the MBA application deadline.

In this essay, the candidate should provide an example of a luxury brand (product, advertising or concept) that in his/her opinion really stood out in its market, explaining why and suggesting ideas to improve it and increase its impact even further.

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

- Creative thinking/aesthetic sense/sensitivity to luxury brands
- Multicultural/international exposure
- Capacity to manage complex situations
- Good communication skills

TIMING :

Once all candidates have submitted their completed application and that the selected candidates have been interviewed by the Admissions Juries, the MBA Admissions Committee makes the final decision in June and selects the future MBA participants.

The files of those candidates **who have submitted the essay and demonstrated financial need** are then reviewed by the L'Oréal Scholarship Committee. The recipient(s) is (are) notified at the end of August, and the formal notification is made during the Graduation Ceremony for the previous MBA class which is held in September.