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PRESS RELEASE

ESCP Europe Students win the National Finals of L'Oréal Brandstorm 2018

In April 2018, three ESCP Europe Master in Management students won the prestigious Italian National Finals of L'Oréal Brandstorm 2018.

Their innovative idea was selected from among more than 150 entries, and on 18th May will be presented at the World Finals in Paris. This 'ultimate innovation competition' is held in 50 countries, with three awards to be won: Brand, Tech and CSR.

Giulia Cammarata, Elena Seita and Anita Betti met at ESCP Europe's London campus in 2017 while studying for the Master in Management programme (currently ranked 6th worldwide and 2nd in the UK by the Financial Times).

"It has been an amazing experience for us," said the team. "We had the chance to see where L'Oréal Professional Products are conceived, and experienced the L'Oréal atmosphere thanks to interaction with managers and interns.

"We are really honoured to represent Italy in the Global Finals in Paris - we really believe in our idea and we are excited to bring it to a global jury.

"Most of all, though, this will be a unique chance to participate in workshops and meet international students from 50 different countries."

The L'Oréal Brandstorm event has been offering this annual experience to students from across the world for 26 years, with 25,000 students participating last year alone. This year, in partnership with L'Oréal Professional Products, students have one mission to accomplish – to invent the professional salon experience of the future.

Competition aside, participants at this event gain access to e-learning, professional mentoring and dedicated coaching. It provides an amazing opportunity to network with L'Oréal and to meet other like-minded student entrepreneurs.

Leading through creative innovative thinking is instilled in ESCP Europe's core values. The school inspires and encourages all the students to take on various projects and initiatives to gain hands on practical experience in worldwide markets.

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