



PLAY BRANDSTORM AND ELEVATE YOUR GAME WITH L'ORÉAL

REGISTER & FORM A TEAM OF 3 TO PLAY!

2025 MISSION

Man. Beauty & Care.

GAME ON Through Tech, Products and Beyond



L'ORÉAL

CONSUMER PRODUCTS DIVISION



YOUR PLAYING FIELDS

TECH

PRODUCTS

AND BEYOND

WHAT IS BRANDSTORM?

Unleash your inner innovator! Brandstorm, L'Oréal's annual global innovation competition, invites university students (graduates and undergraduates under 30) from all disciplines to dive into the exciting world of consumer-centric innovation. If you're passionate about making a real-world impact on the future of beauty, register today and embark on an extraordinary journey!

REGISTER & PLAY NOW!

1

REGISTER

On the official
L'Oréal Brandstorm
Platform

2

CREATE OR JOIN A TEAM

Create your team
or join an existing team of 3
members and start working on
your project!

3

SUBMIT YOUR PROJECT

Upload a short video presenting your
team by answering 5 questions +
3 slides explaining your idea

HONG KONG TIMELINE



WHAT'S IS IT FOR YOU?



INTERNATIONAL EXPOSURE

with over
64 markets
participating



EXCLUSIVE LEARNING EXPERIENCE

with learning platform
provided by Salesforce
and get exclusive invitation to
local masterclasses & events



DISCOVER L'ORÉAL

culture, career
opportunities and
connect with our
recruiters



WIN FAST TRACK APPLICATION

to our Internship &
SeedZ Management
Trainee Program in
Hong Kong

WIN A TRIP TO PARIS & PRESENT YOUR PROJECT AT L'ORÉAL HQ!