

L'ORÉAL BRANDSTORM 2026

THE **BIGGEST** YOUTH INNOVATION **COMPETITION WORLDWIDE**

CONTENT

INTRODUCTION	2
YOUR MISSION	2
DELIVERABLES & FRAMEWORK	7
EVALUATION CRITERIA	8
L'ORÉAL LUXE DIVISION	10
FRAGRANCE MARKET INSIGHTS	
TECH	18
L'Oréal Groupe Beauty Tech transformation	18
L'ORÉAL GROUPE COMMITMENTS	24
Diversity, Equity & Inclusion at L'Oréal Groupe	24
Sustainability at L'Oréal Groupe	25
Focus on the role of L'Oréal Luxe	26

INTRODUCTION

Dear Brandstormers,

Welcome to this new edition of L'Oréal Brandstorm!

This document will be your guide to kickstart your journey and help you build the innovative project you will present for the competition.

We are happy to share with you all the key information regarding L'Oréal Brandstorm 2026 mission. It is equally as challenging as today's evolving business landscape, so that you can test yourselves on a real case within the context of today's business environment. We hope that you will **learn, innovate, and enjoy this mission!**

If you play Brandstorm, you're not just here to crack an innovation; you're here to grow. This experience is designed to help you work closely with others, open your mind to new perspectives, and learn directly from the industry. It's an opportunity to collaborate, challenge your assumptions, and truly learn from the "collisions" of ideas with bright minds from around the world. **Beyond a mere competition, Brandstorm is an ecosystem built to foster your resilience, intellectual curiosity, and ability to transform concepts into reality.**

The different steps & deadlines of the competition will be communicated to you on your **country challenge page on brandstorm.loreal.com** by your local Brandstorm manager. Do not hesitate to contact them if you have any questions and stay tuned to your challenge page for updates and all things on L'Oréal Brandstorm!

YOUR MISSION

The luxury fragrance landscape is primed for disruption. Consumers are seeking exceptional sensorial journeys and emotional connections. Your mission: transcend traditional perfumery, crafting unparalleled olfactive experiences. Fuse pure creativity with pioneering tech & science. Design beyond products – envision bespoke services and immersive journeys that redefine how consumers connect with scent.

L'Oréal Brandstorm 2026 mission in partnership with L'Oréal Luxe Division is:

CRAFT THE FUTURE OF LUXURY FRAGRANCE

DESIGN UNPARALLELED PRODUCTS AND EXPERIENCES, POWERED BY PURE CREATIVITY, PIONEERING TECH & SCIENCE, AND BESPOKE SERVICES

To uncover innovative ways to engage fragrance consumers, **you can explore one or more of the playing fields that make our unique fragrance creation savoir-faire - the Art & Science of Fragrance:**

PRODUCT CRAFTMANSHIP:

Dive into the evolving world of luxury scents by challenging conventional fragrance norms and identifying sophisticated unmet desires, enabling the creation of unparalleled products that truly transcend mere scent.

Product Craftmanship is at the core of our Fragrance savoir-faire: an obsession with hyper quality and hyper creativity. It can be found in the fragrance juice creation itself, by offering new accords, using the most qualitative & surprising ingredients.

- Libre, huge success and #2 worldwide, with the Fougère accord, an icon of masculine fragrances, used to design an exquisite feminine juice.
- The new Prada Paradigme redefines masculine perfumery through unexpected compositions. The layering of notes in a fragrance is traditionally visualized as a pyramid, opening on top notes, followed by the heart and finally the lingering base. In a symbolic echo of the iconic Prada triangle, *Paradigme* inverts this structure, tracing its composition from the bottom up in what is termed a 'reverse pyramid'. The result is an unexpected yet highly sophisticated fragrance that rethinks the traditional way to create a fragrance, finding new expression and possibility through an inverted architecture.



It is also about designing state of the art packaging. Of course, fragrance bottles but also new ways of experiencing fragrance: solid, creams, mists, etc...



And, to lead a shift in consumptions in the industry, by offering sustainable options, like refillable bottles or the refill fountain.

TECH & SCIENCE:

Harness the power of cutting-edge technology and scientific advancements across the entire luxury fragrance value chain—from **extraction and creation to augmented consumer journeys**.

Think personalized products and experiences, smart and connected devices, and seamless omnichannel beauty journeys—an entire ecosystem of possibilities awaits passionate people eager to make their mark.

Imagine a world where technology delivers tailor-made beauty and tech solutions that allow everyone to express their true self with confidence. Harness **the power of data, digital tools, virtual reality, and GenAI** and propose truly innovative ideas that shatter expectations, answer consumer unique needs, and unlock new possibilities of self-expression.

TRANSFORMATIVE EXPERIENCE:

Luxury fragrance is not only about developing **exquisite, ethically sourced olfactive creation** encased in **desirable, sustainable, refillable packaging** that elevates both aesthetic and performance, but also pushing beyond traditional perfumery **to design immersive consumer journeys**.

To stand out in the ultra-crowded fragrance industry, and stay number one, it is key to innovate and be obsessed by the way your consumers are going to experience your fragrances, and encounter your scents, bottle, consistently online & offline. Through **captivating storytelling, multi-sensory retail environments, and engaging digital content**, the aim is to evoke **profound emotion, create lasting sensorial impressions**, and ultimately build an unparalleled luxury lifestyle experience that fosters **deep connection** and enduring brand loyalty. It's also about creating **e-commerce services & solutions and engaging immersive digital content** that resonates with consumers across every touchpoint to capture their attention and fuel their desire.

Example:

- **Aesop's hosting experience.** When a customer enters any door around the world, they encounter familiar features: the products, expert knowledge, but most importantly gracious hospitality, including hand washing ritual, that awaken the senses of our consumers.
- In selected store locations, visitors can discover the **Fragrance Armoires** - a central luminous glass 'infusion chambers' allowing visitors to infuse garments with a chosen scent and leave the store carrying a trace of the Aesop experience with them. Their chosen fragrance is spritzed into the chamber, and the glass doors are shut for a few seconds, letting the aroma infuse the fabric.
- In four Aesop stores, the concept and consequence of the Armoire expand quite literally into **the Sensorium**—an entire room designed to rouse the senses, subvert expectations, and evoke worlds beyond the immediate environment. Visitors can delve more deeply than ever into the inspirations behind the brand's Eaux de Parfum, while engaging with each fragrance directly.



ADVOCACY & COMMUNITIES:

In order to drive interest and resonate with your consumers, you need advocates: creators, influencers, ambassadors, and communities, who will talk about your creations, and make them stand out.

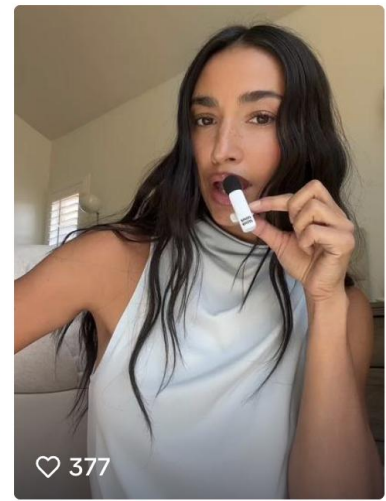
In Fragrance especially, where #fragrancetok drives what's in, what's out, defining the new fragrance trends for each seasons, and sometimes even repushing icons. It is key to think about how we interact with the community of fragrance connoisseurs and influencers, to ensure we are relevant to them and their audience, but also, making them feel included. A great recent example of how to connect with communities, and foster them is the new Miu Miu Miutine Launch. The brand sent over a very special seeding box, including a mini miu miu mic, and Miutine questions to answer. The seeding kit quickly went viral on TikTok, Instagram & even LinkedIn.



ad let's get to know each ot...
 kel__king 1d ago

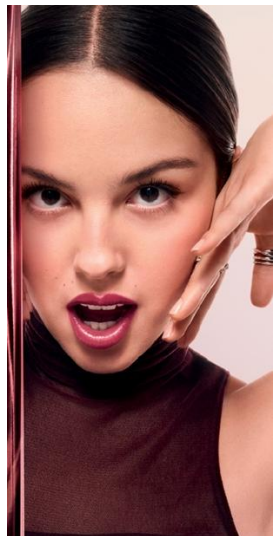


AD | are you miutine? ...
 Paid partnership
 urfavfruit 9-1



@Miu Miu will be reporting li...
 himichellew... 9-1

Finally, Luxury brands must **move at the speed of culture**, in order to **be timeless, & timely**.



Not only by **working with the right global and local ambassadors**, like Dua Lipa for YSL Beauty, Tom Holland for Prada Beauty, Usher for Ralph Lauren or Olivia Rodrigo for Lancôme, but also through **having a role in shaping culture**, like **Armani Beauty**, its ties to cinema by sponsoring many film festivals, including the **Venise Film Festival**, where the brand has its own award, and gathered many talents from the industry, this year, the Giorgio Armani Cinema Club, fostering exchange and conversations about cinema.

What are you expected to do?

We challenge you to elevate creativity to design unparalleled products and transformative experiences that will redefine the olfactory landscape.

You will need to master the balance between Art & Science, be driven by a permanent quest for the extraordinary and be obsessed to unlock the emotional power of luxury fragrance.

You will have to keep in mind:

- **Fragrance at the Forefront:** Dive deep into the multiple facets of luxury fragrance savoir-faire. Find symbiosis between emotion and reason, between intuition and expertise, between art and science. Deviate from traditional norms, drive change through bold innovation and memorable experiences.
- **Harness the power of technology & science:** Integrate data, digital tools, augmented reality, and the magic of Generative AI to create unforgettable creations that break boundaries.
- **Inclusivity & Sustainability:** Build with purpose! Ensure your creations are inclusive and have positive impact, for a more mindful beauty.

For the initial submission the participants will be asked to upload **3 slides explaining their idea** (ppt, pptx or pdf format) and a **3-min pitch video** (mp4 format) **presenting their team by answering questions based on Brandstorm Team criteria.**

DELIVERABLES & FRAMEWORK

For the first stage of competition, you are asked to produce:

1) 3-slide pitch to explain your project (ppt, pptx or pdf format, 50MB max)

Use **3 slides only** to pitch your idea. No introduction/welcome or final thank you slide is necessary. Give information about the solution, e.g., how it is feasible and scalable, how does it align with sustainability and inclusivity. Do not hesitate to use Adobe Express to create your 3-slide pitch.

Use the frame below to help you develop and pitch your project:

OBJECTIVE	EXPLANATION
Focus your project on a L'Oréal business scope (remember that it must be scalable)	Please choose what of the below scopes your project will cover: • L'Oréal Groupe (project scalable to all the Group) • L'Oréal Luxe division (project focus only to the division of the Group) • L'Oréal Luxe division brand (specific focus on a brand)
Elevator pitch: Describe your innovation in one simple paragraph	In few sentences present your concept and explain what makes your solution innovative.
Does your solution align with sustainability and inclusivity commitments of L'Oréal?	Show how your solution is sustainable and inclusive e.g., choice of materials, target group.
Is your solution scalable at a worldwide level?	Explain if it would be possible to introduce your solution globally and why?

Would it be feasible in terms of cost and profitability? What would be the approximate selling price?	Be aware of how realistic your solution is, it can be based on estimations. You don't have to build a business plan; we are interested in hearing your idea more!
Describe the Key Performance Indicators (KPIs) you will use to assess the success of your innovation.	How will you measure the success of the implementation of your solution, e.g., number of users, sold units, engagement.

2) 3 minutes pitch video to present your team by answering 5 questions based on Brandstorm Team criteria (mp4 format, 50MB max)

In the **video**, focus on presenting your team, not your innovation idea. Tell us more about who you are by answering 5 questions, based on Brandstorm Team criteria (that you can find below). The team can assign questions amongst themselves, ensuring everyone gets a chance to speak in the video. Do not hesitate to use Adobe Express to create your 3 minutes pitch video.

Please answer the following questions:

- 1) **Judgment:** What guided your decision-making in complex situations?
- 2) **Resilience:** What were the hurdles during the project and how did the team overcome them?
- 3) **Ambition:** What were the vision and long-term goals of your project?
- 4) **Empathy:** How do you support each other as a team?
- 5) **Learning Agility:** Did you encounter unfamiliar topics and how did you deal with it?

EVALUATION CRITERIA

Project evaluation criteria at every step of the competition

At each step, the projects will be evaluated out of 25 points. The criteria are detailed below.

EVALUATION CRITERIA	MAX POINTS
INNOVATIVE	5
SUSTAINABLE	5
INCLUSIVE	5
FEASIBLE	5
SCALABLE	5
TOTAL GRADE	25

What are we expecting from you?

Innovative – We want your team to be bold and bring to the table the products and solutions never seen before.

Sustainable – We want your team to take the responsibility and be mindful of the impact that your project will have on the planet.

Inclusive – We want your team to be mindful of diverse needs in our society to not exclude any particular social groups (gender, sexual orientation, socio-economic and multicultural origins, people with disability, all ages & generations...), and to make your project as equally accessible as possible to all potential users.

Feasible – We want your project to be realistic and possible to implement.

Scalable – We want your team to present a project realizable on a big scale.

Team evaluation criteria at every step of the competition

Aside from the project evaluation, L'Oréal experts will evaluate the teams' compatibility with Brandstorm Team criteria:

EVALUATION CRITERIA	MAX POINTS
JUDGMENT <i>What guided your decision-making in complex situations?</i>	Strongly observed (5 points) Observed (2 points) Not observed (0 point)
RESILIENCE <i>What were the hurdles during the project and how did the team overcome them?</i>	Strongly observed (5 points) Observed (2 points) Not observed (0 point)
AMBITION <i>What were the vision and long-term goals of your project?</i>	Strongly observed (5 points) Observed (2 points) Not observed (0 point)
EMPATHY <i>How do you support each other as a team?</i>	Strongly observed (5 points) Observed (2 points) Not observed (0 point)
LEARNING AGILITY <i>Did you encounter unfamiliar topics and how did you deal with it?</i>	Strongly observed (5 points) Observed (2 points) Not observed (0 point)
TOTAL GRADE	25

L'ORÉAL LUXE DIVISION

L'Oréal Brandstorm 2026 is brought to you in partnership with **L'Oréal's Luxe Division (LLD): N°1 in Luxury Beauty worldwide** since 2023 and **outperforming the market** for the 14th consecutive year.

L'Oréal Luxe's History

It is 60 years of expertise that made the division the worldwide leader in Luxury beauty.

The true beginning of L'Oréal's Luxe Division can be traced back to a pivotal moment in **1964 with the acquisition of Lancôme**. This was L'Oréal's "first stepping stone" into building a luxury goods empire. Lancôme, founded in 1935, already embodied French elegance and sophistication, making it the perfect brand to kickstart L'Oréal's presence in the Luxury industry.

Following this crucial first step, L'Oréal continued to expand its luxury portfolio: In **1970**, skincare brand **Biotherm** joined the L'Oréal family.

The **1980s** saw L'Oréal acquire **Helena Rubinstein**, the **Armani Beauty** license, and a significant entry into the fragrance market in **1984**, with the acquisition of the license for the American perfume brand, **Ralph Lauren**.

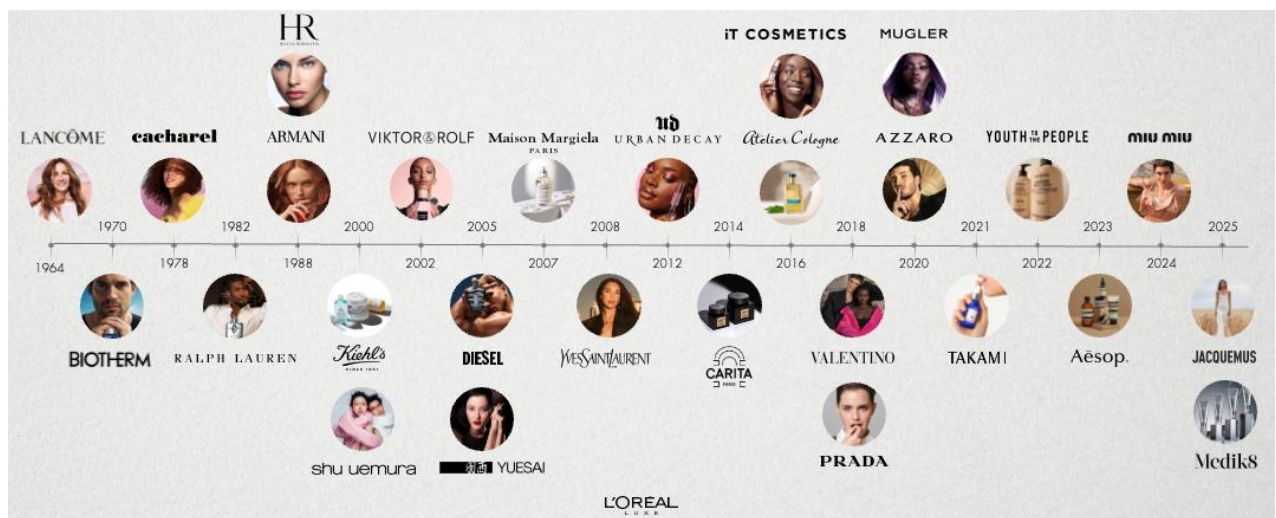
The late **20th and early 21st centuries** marked a period of **accelerated growth** and strategic consolidation for L'Oréal Luxe.

A major milestone occurred in 2008 when L'Oréal acquired YSL Beauté. This move was incredibly significant, seen as "opening a whole new chapter" with the ambition of making L'Oréal the world leader in selective distribution.

The Division's expansion continued with a series of targeted acquisitions & partnerships:

- With **couture brands** like **Valentino, Prada, Azzaro, Mugler** and more recently, the very hot **Miu Miu & Jacquemus**.
- With local experts like American brands **Urban Decay, IT Cosmetics and Youth to The People**, Japanese skincare brand **Takami**, legendary French holistic brand Carita and, more recently, the Melbourne-based **Aesop** & UK-born **Medik8**.

Today, one of the division's strongest assets, is its portfolio of **27 complementary & extraordinary brands**, including 5 billionaire brands (Lancôme, YSL Beauty, Armani Beauty, Kiehl's, Helena Rubinstein) allowing it to cover all luxury beauty consumers dreams around the globe.



L'Oréal Luxe Today

Our Mission: Crafting the future of luxury beauty

Today, L'Oréal Luxe is the global leader in the luxury beauty market. As such, we have a great responsibility to think ahead, driving change and innovation for the industry.

Our unique Culture : La Culture de l'Écart

The 'twist culture'. It's our signature, our unique savoir-faire, our secret sauce. It is what drives us to always stay ahead, to think differently, to strive for what's never been done before and to always search for the twist, the disruption, the extraordinary. With our 27 iconic brands, we're on a constant quest to push the boundaries and to craft the very best in luxury beauty. La Culture de l'Écart is how we elevate our creativity, this is what makes L'Oréal Luxe so unique.

You can discover more about it in our Documentary series [here](#), on our Youtube's channel.

L'Oréal Luxe 2024 Performance

€15.6 billion sales
#1 in Luxury Beauty Worldwide
36% of group's sales
#1 in the US
14% Growth in Fragrance Sales

L'Oréal Luxe grew 2.7% like-for-like, 4.5% reported.

In 2024, the Division reinforced its worldwide leadership in Luxury Beauty.

Its solid progress reflected its increasingly balanced regional footprint. Outside North Asia, it grew at a remarkable, **double-digit pace**; the **single largest growth contributor was North America**, where it became the **number one luxury beauty player for the first time**, a position it **already holds and further consolidated in China, Europe and emerging markets**.

This allowed the Division to more than **offset the ongoing softness in North Asia**, where operating conditions remain challenging and where it continued to grow ahead of the market both offline and online, driven by the **successful expansion of its couture**

brands *Prada* and *Valentino* – recently launched in the region – and its latest acquisitions, *Aesop* and *Takami*.

The Division continued to **strengthen the balance between its categories**. In **fragrances**, outstanding momentum was driven by **global successes** in both, the feminine (*Paradoxe* by *Prada*, *Born in Roma* by *Valentino*, *Libre* by *Yves Saint Laurent*) and masculine segments (*Stronger with You* by *Armani*, *Wanted* by *Azzaro*, *Polo 67* by *Ralph Lauren*, *MYSLF* by *Yves Saint Laurent*).

Makeup growth accelerated thanks to the ongoing strength of Yves Saint Laurent in Western markets as well as China, driven by the *YSL Loveshine* and *Touche Eclat* pillars. In skincare, *Aesop*, *Takami* and *Youth to the People* pursued their globalisation strategy with very encouraging results.

A Zoom on our Division's strengths:

Fragrance – a sensory embodiment of our “Culture de l'Écart”

Fine fragrance is experiencing unprecedented growth. In this highly **dynamic category**, the Luxe Division continues to disrupt and elevate, delivering spectacular results and affirming its leadership position. This success is deeply rooted in our unique culture, which we call “la Culture de l'Écart”: a constant quest to think differently, find the twist, the extraordinary, in everything we do, and always surprise our consumers.

Our diverse portfolio – from lifestyle scents to couture creations and super premium collections – fulfils all fragrance aspirations of luxury consumers. These include bestselling feminine and masculine blockbusters such as Yves Saint Laurent's *Libre* and *MYSLF*, *Prada Paradoxe*, *Valentino's Born in Roma Donna* and *Uomo* and *Azzaro Wanted*. In addition, the Division offers a super-luxury approach with the exquisite sensory universe of *Aēsop* and exclusive collections from *Maison Margiela*, *Valentino Anatomy of Dreams*, *Armani Privé* and *Lancôme Absolu Les Parfums*. All our iconic fragrances are the result of our proven savoir-faire, harmoniously integrating scent composition, bottle design and highly aspirational storytelling.

Our unique fragrance creation model, The Art & Science of Fragrance: For 60 years, L'Oréal has mastered the balance between art and science in fragrance, becoming the global leader in fine fragrances.

- **Creating Icons:** We craft scents that resonate across generations and geographies, with years of refinement with the recent example of *YSL Libre*, which took 7 years and 1,500 trials to develop.
- **Preserving the French fragrance savoir-faire heritage**, crafted and produced in our Aulnay-sous-Bois and Gauchy facilities in France.
- **Unmatched Expertise:** A team of 100+ in-house olfactive experts and collaborations with world-class perfumers ensure excellence from ingredient to bottle.
- **Constant Innovation:** We pioneer new olfactive experiences, bottle designs, and technologies, like our exclusive *Cosmo & Osmobloom* partnership for sustainable scent extraction.
- **Celebrating Fragrance:** Our exclusive *Art & Science of Fragrance* exhibition, first hosted in Paris, traveled to China's CIIE.

Shaping the beauty universe of couture brands

L'Oréal Luxe excels in translating the **DNA of couture houses** into **beauty products and experiences**, showcasing brands with exponential potential. From Yves Saint Laurent's rock, cutting-edge energy to Valentino's refined stud detailing and the elegant textures of Armani, each brand expresses its unique identity through distinct beauty codes, highlighted in the science of our formulas, packaging design and consumer experience excellence.

In the **dynamic luxury makeup category**, the Division has **fueled consumer desirability** through powerful launches such as Loveshine by Yves Saint Laurent that has accelerated the brand's growth worldwide, while remaining the No. 1 makeup brand in China. Prada and Valentino continue to make consumers dream with their **innovative creativity, superb colour palettes and sophisticated packaging**. Couture skincare products have also demonstrated how L'Oréal Luxe combines state-of-the-art science with the aspirational appeal of our couture brands, using high-quality ingredients linked to our brand universes, like Moroccan saffron in Yves Saint Laurent's Or Rouge or Reviscentalis in Armani's Crema Nera. The **luxury beauty experience is enhanced by each consumer touchpoint**. From retail spaces to social media and pop-up stores, every interaction tells a story, immersing the consumer in the brand's memorable universe. Our expertise in couture brands is confirmed by the trust Miu Miu has placed in L'Oréal in granting us its licence, following the success of Prada Beauty.

Omnichannel approach for lifelong consumer connections

An omnichannel strategy is central to how L'Oréal Luxe brings consumers exceptional products and memorable experiences. From beauty advisors to online services, every interaction along the customer journey aims to fulfil consumer aspirations and build lasting relationships that strengthen consumer engagement and loyalty.

Aēsop's boutiques, with their unique concept and design, are conceived as cultural destinations, where the poetry of the surroundings weaves an emotional connection with consumers. In 2024, the brand opened 42 new doors globally, including 13 in China, and this dynamic expansion will continue in 2025.

The unique relationship with consumers is also cultivated online through tailor-made strategic partnerships. The exclusive launch of Lancôme's La Vie Est Belle Rose Extraordinaire and Kiehl's introduction to the Amazon Premium Beauty Store in the US confirm this winning strategy. Kiehl's ranked third in luxury skincare on the platform and has won over a wider male audience – a complement to its direct-to-consumer approach.

Social commerce, especially in China, has become a key lever for engaging young consumers. With aspirational content and carefully chosen influencer collaborations, Yves Saint Laurent has achieved remarkable success, ranking No. 1 in makeup and No. 5 in fragrances in the luxury segment.

Reinventing the gestures of luxury beauty: the refill revolution

The essence of luxury is to create beautiful objects that are made to last. L'Oréal Luxe is reinventing the codes of luxury beauty through innovative, desirable and more sustainable products. We rigorously measure the environmental impact of our new launches and renovated products throughout their lifecycle and encourage consumers to adopt more responsible consumption.

The Division is advancing the development of refillable products in fragrance, skincare and makeup, constantly increasing the visibility of refills all along the consumer journey – in advertising, on e-commerce platforms and in-store with multi-brand fragrance refill fountains. We are also accelerating on developing refills across our best-selling products such as Lancôme La Vie Est Belle, Yves Saint Laurent Libre, Prada Paradoxe, Lancôme Génifique Ultimate Serum and Kiehl's Ultra Facial Cream. By leveraging the aspirational power of our brands and the influence of ambassadors like Emma Watson for Prada, Austin Butler and Dua Lipa for Yves Saint Laurent we are making refills “the new normal”.

FRAGRANCE MARKET INSIGHTS

FRAGRANCE LUXURY DRIVERS

We encourage you to download **the full report** on the L'Oréal Brandstorm website in the resources section! Source: sociovision groupe IFOP (April 2022)

EXECUTIVE SUMMARY 1/2

DATA SOURCE

A dedicated online survey of **selective women 15-54***, covering the US, Europe 5 (France, UK, Germany, Italy, Spain) and China.

In order to understand selective consumers' **benefits, attitudes and behaviours** towards perfume, **16 key needs** were identified across 4 territories (see opposite).



Sensorial Stimulation: Perfume as a physical addictive and pleasurable experience that hacks the senses and triggers memories.

Mindful Wellness: Perfume as an emotional positive experience that makes people reconnect to the world and to themselves.

Social Impact: Perfume as a passport and enabler that helps people belong, socialize, and influence others.

Personal Assertion: Perfume as a cultural booster that unlocks private fantasies, stimulates personal growth and enriches one's identity.

KEY HIGHLIGHTS



US & EUROPE

Western Europe remains the 1st WW market in terms of usage penetration (78% of selective women use perfume daily), while the **US has made some progress** (daily usage: 64%, +7%).

Post-covid recovery is well underway, as **daily use is up** across all generations (and most markedly so among US GENZers).

Regarding underlying motivations:

- In Europe, perfume use is mostly **inner-directed** and connected to **personal pleasure**. Perfume use is mostly linked to **MINDFUL SELF CARE** (Smelling fresh in order to Feel Good) and brands are expected to blend Chic with consciousness (an ideal brand being Couture + Eco-friendly + Safe)
- In the US, perfume fulfils first and foremost **a social role** and is expected to offer strong **sensorial stimulation**. Perfume use is mostly driven by a need for **FRESHNESS** and **SEXY CONFIDENCE**. In order to seduce, brands need to be “cool” and meet customer's expectations regarding **ethics** (inclusivity and eco-friendliness).



CHINA

Daily use of perfume has become a habit for **more than half (53%) of selective Chinese women**. Usage increase between 2017 and 2021 is especially strong among GenZ (from 32% to 56%).

- Selective consumers have turned to perfume as **a new way of expressing themselves**, namely a marker of **fashion savvy and edginess** as well as **personal and social differentiation**.
- Note that **Exception is driving the market**, (34% of all selective Chinese perfume users have used an Exception level perfume in the past 6 months (vs 10% in Europe / 15% in US)).

*Online survey of 5,500 WOMEN 15-54 in the US (top 50%), EU5 (top 80%) and CHINA (top 20% urban areas) - Fieldwork: October - December 2021

*Selective Perfume Users (at least 2/3 times a week) = Selective Perfume Buyers who use Perfume / Eau de toilette at least 3 times a week. (See price points by country at the end of the Methodology section).

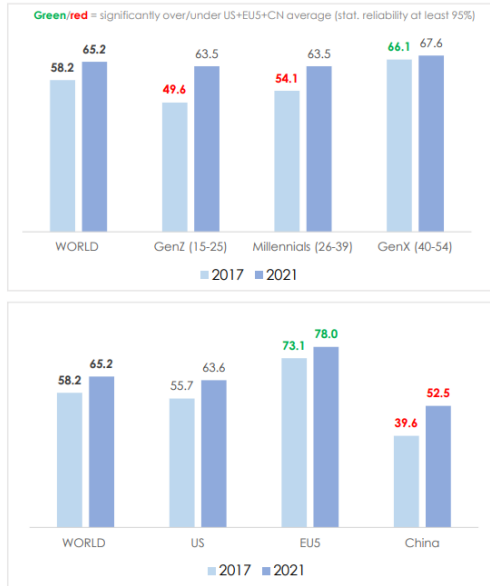
C1 - Internal use

© SOCIOVISION 2022

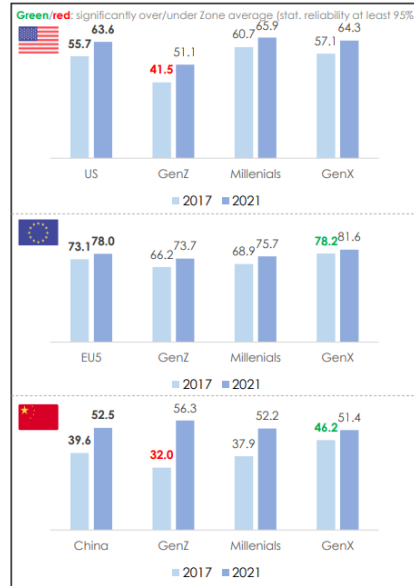
DAILY USAGE OF PERFUME/EAU DE TOILETTE

FROM 2017 (PRE-COVID) TO 2021

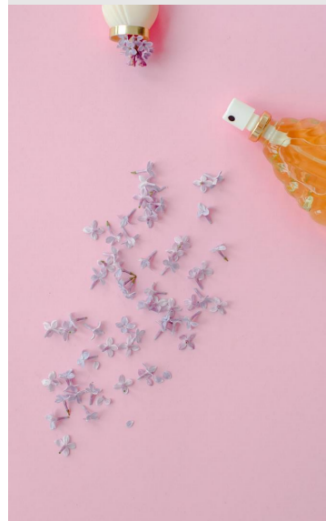
% Use perfume/eau de toilette **everyday or so**



Definitions (GenZ, Millennials, GenX) - Please see methodology section.



Figures computed on Selective Perfume **WEEKLY USERS** in order to guarantee comparable results with the 2017 Drivers wave.



© SOCIOVISION 2022 | 4

KEY TAKEAWAYS



WORLD	GEN Z (15-25 yo)		MILLENNIALS (26-39 yo)	GENX (45-54 yo)
	GEN ZERS LAND OF OPPORTUNITY		PERFUME WITH PURPOSE	PAMPERING WITHOUT 'BLING'
	Gen Z are connected with a large variety of perfume key needs, namely: - Desire for addictive scents, triggering memories. - New age of femininity: strong, powerful, successful, confident and sexy (+ over-index (vs. the oldest generations) on preference for gender-inclusive perfume brands) - Quest for perfumes which are cool with a conscious touch (meaningful scents).		- Fragrant pleasant flashbacks, beyond just smelling nice. - Personal assertion (strong femininity). - Demand for smart transparency (i.e., fragrances created in a responsible and sustainable way).	A simple way to pamper oneself (as opposed to Gen Z).
	ACCESS		EXCEPTION	
ALL ZONES		US + EU5	CATEGORY GAME CHANGER	
ME-POTENTIALIZER Perfume key needs: - Strong femininity. - Forbidden dreams. - Home rituals.		ENHANCED EXPERIENCE Perfume key needs: - Home rituals. - Sweet memories. - Forbidden dreams. - Fashionable image.	3 key needs pillars: Personal assertion: Understated chic / Strong femininity / Me unplugged / Forbidden dreams. Social impact: Sexy seduction / Fashionable image / Power and success. Sensorial stimulation: Sweet memories / Thrilling experiences.	
SELF- & EXPERIENCE- DISCOVERY The engagement in the category is essentially driven by Exception users and Millennials . - Exception users are mostly focused on personal assertion as well as sexy seduction. - Millennials are more keen to a balanced mix between social impact, personal assertion, sensorial stimulation and mindful wellness, -- for instance, expecting thrilling experiences and meaningful scents.		EXCEPTION AS THE ABSOLUTE REFERENCE The engagement in the category is largely driven by Exception users who over-index on a broad spectrum of key needs including all dimensions led by the edgiest / youngest generation (e.g., mindful wellness and strong femininity).	NO RULES, MORE CREATIVITY China is mostly driven by Exception brands : Helping consumers to express their individuality, stand out from the crowd and dare the unexpected. <i>White space alert:</i> Developing the scent signature / scent addiction would probably take the Chinese market to the next level.	

C1 - Internal use

© SOCIOVISION 2022 |

PERFUME USE TODAY:

Overview based on rankings and over-representations (see details & % next slides)



GEN Z
(15-25)



MILLENNIALS
(26-39)



GEN X
(40-54)



FEMININITY BOOST

KEY REASONS
TO USE PERFUME/
EAU DE TOILETTE

**FRESHNESS
+ SEXY CONFIDENCE**

MINDFUL SELF-CARE
(Smell Fresh,
Feel Good)

ME-BOOST
(Energy & Uniqueness)
+ SOCIAL ELEVATION
(Social Status & Success)

FRESHNESS & CONFIDENCE

SOCIAL IMPACT

FASHION POWER

ME-RITUAL
(Self-pampering +
Wellbeing)

PREFERRED TYPES
OF PERFUME/ EAU DE
TOILETTE BRANDS

CONSCIOUS COOL
(Trending + Clean)

CONSCIOUS CHIC
(Couture + Eco-
friendly + Safe)

**ORGANIC
& CUSTOMIZED
EDGINESS**

**GENDER-FREE
CHIC**

ORGANIC ZEITGEIST
(Expression of
Trending Culture)

HIGH END SAFETY

Figures computed on Perfume Users (Apply Perfume / Eau de Toilette at least 3 times a week).
WOMEN 15-54 (EUS top 80% income | USA top 50% | CN top 20% urban areas).
Sample (weighted): EUS 1,577 | USA 804 | CN 1,398
Definitions (GenZ, hyperselective, etc.) - Please see methodology section.
Green/red = significantly over/under US+EUS+CN average (statistical reliability at least 95%).

C1 - Internal use

© SOCIOVISION 2022

HAUTE PARFUMERIE

We encourage you to download **the full report** on the L'Oréal Brandstorm website in the resources section!

Source: CMI L'Oréal Luxe (Oct. 2023)

KEY TAKEAWAYS

01 | EXCEPTION IS THE ELDERADO OF THE FRAGRANCE CATEGORY

- **7.5 billion sell-out** value in 2022 with biggest growth of **+29%** vs LY among fragrance categories
- Growth expected to outpace prestige in the next 5 yrs (+13% vs +8% WW)
- Supported by the US (26% SOM), W.Europe (24%) & Asia (20%)
- L'Oréal Luxe is ranked #3 after L'Oréal Group and LVMH
- Mainly Gen Y/Gen X consumers, but Gen Z is booming especially in China (17% vs 10% in the US and 8% in France)

02 | THE DYNAMICS IS SUPPORTED BY A DUAL TARGET WHO STRETCHES THE MARKET...

1. **Expert consumers:** native target who seek excellence and avant-garde scents
2. **Newcomers:** who mainly associate their exception fragrance as an extra fashion item to code their identity

→ Two paths are therefore offered to Exception players

BUT BOTH ARE DRIVEN BY A COMMON INTANGIBLE MOTIVATION: ELEVATION & DISTINCTION

The desire of **elevation** manifests differently depending on the country/zone and the target.

- Elevation through **UNIQUENESS**
- Elevation through **STATUS**
- Elevation through **COMPLIMENTS**

03 | AND A VERY TANGIBLE ONE: A ONE-OF-A-KIND JUICE

- The juice is the entry point to the category
- Top level technique is a must-have
- For perfumers, the genesis of an exception juice must come from a strong original inspiration (a memory, a place, a sensation) that will be easily identifiable in the final product. **Few mods, simple story, true to the artistic pulse** that first triggered the desire of creating a perfume.

04 | SOPHISTICATED NARRATIVES ARE ALSO EXPECTED TO PROVIDE DREAM

- While Prestige meets the need of archetyped incarnation, Exception fulfills a **broader desire of imagineaire**.
- Conceptual brands do 50% of the business while they have 1/3 share of offer.

05 | VIRALITY IS A NECESSARY BUT NOT SUFFICIENT SUCCESS BOOSTER

- Virality is here to **strengthen an already exceptional proposition**: killer juice + aspirational mix

06 | HOWEVER, POS EXPERIENCE KEEPS LAGGING BEHIND ALTHOUGH IT IS KEY FOR PERFUME DISCOVERY

- Consumers highly value the in-store experience as it provides them with advice, knowledge, and the feeling of being 'special'

07 | NO ONE SIZE FITS ALL RECIPE. EACH SUCCESS HAS ITS OWN MAGICAL, IMPONDERABLE DREAM FACTOR.

- **Artistic creation** at the heart of the mix
- A different **notion of time** vs prestige that allows magic to happen

OFFER STRUCTURE : NICHE PURE PLAYERS DOMINATE SALES. NARRATIVE OFFER IS MORE DYNAMIC.



DUPES AUDIT

We encourage you to download **the full report** on the L'Oréal Brandstorm website in the resources section!

Source: semantiweb (March 2025)

CONTEXT. OBJECTIVES. METHODOLOGY - SCOPE OVERVIEW

1 OBJECTIVES

L'Oréal Luxe has received a study decoding how & why consumers bypass traditional purchase circuits for high end beauty products in the fragrance, make up and skincare categories. This analysis allowed to understand the size and dynamics of dupes, consumer motivations, key consumer targets, key dupe brands and key products to be duped.

As a second step, Semantiweb is providing ID cards and mapping of top duped L'Oréal Luxe perfumes.

2 METHODOLOGY

Semantiweb leverages a social listening methodology: Consumer & KOL conversations on relevant social media, forums and in e-commerce reviews are extracted, tagged and structured for quantitative KPIs and analysed in order to provide context and qualitative deep dives.

ZOOM ON L'OREAL TOP DUPED PRODUCTS:



3 SCOPE & SOURCES

SOURCES

- TikTok
- Instagram
- Reddit
- YouTube
- Blogs & Forums
- X (Twitter)
- Reviews
- Google Search

PERIOD

FY 2023 - 2025

COUNTRY

USA

TECH

L'Oréal Groupe Beauty Tech transformation

Our foundation is deeply rooted in a passion for innovation, a drive that traces back to our visionary founder, Eugène Schueller. This pioneering spirit of entrepreneurship and exploration continues to define our culture today as we constantly push the boundaries of the beauty industry.

At the heart of this drive is our purpose to “create the beauty that moves the world.” We believe in beauty as a powerful force for confidence, connection, and progress. This guiding principle shapes every facet of our business, guiding our mission to offer every person the best of beauty through an unwavering commitment to quality, innovation, responsibility, and inclusivity.

We believe that being a leader in innovation comes with great responsibility. Because we recognize that beauty is an essential human need and a powerful means of self-expression, we are committed to ensuring our technology is a force for good. We create solutions that not only enhance beauty experiences but also contribute to a more responsible and inclusive future, making beauty accessible to all.

As L'Oréal's Deputy CEO, in charge of Research, Innovation & Technology, Barbara Lavernos said:

“Our 4,000 researchers and 8,000 Digital, Tech, and Data talents around the world share a single obsession: to innovate and offer our consumers, through our brands, the best of tech, science, and creativity and create unequalled beauty experiences that meet the infinite diversity of their needs and aspirations.”

Science and technology have always been the driving force at the heart of L'Oréal's success. More than 10 years ago, we actively engaged in a digital revolution at L'Oréal and in 2018, we decided to embark the entire company on a second one to become the undisputed leader in Beauty Tech.

Today, we have embedded advanced technology at the core of our operations. By harnessing digital transformation, artificial intelligence, and data science, we are creating personalized and sustainable beauty experiences at scale. This technology helps us form stronger relationships with our consumers, understand them better, and astonish them with trailblazing innovations that augment their individual beauty journeys.

Our leadership in this new era of beauty has been celebrated once again, with L'Oréal recently being named Europe's Most Innovative Company by Fortune for 2025. This award underscores our leadership in beauty tech, our steadfast commitment to scientific research, and our creative marketing prowess.

Further information on Digital and Tech: [L'Oréal, the Beauty Tech champion | L'Oréal Finance](#)

Beauty Tech at L'Oréal Luxe:

YSL Beauty Scent-Sation



YSL Beauty's Scent-Sation is a 25-minute in-store experience that uses neuroscience and artificial intelligence to offer **personalized fragrance advice**. Thanks to a neuro-connected headset, Scent-Sation analyzes the brain's emotional reactions to different olfactory pairings, then uses an algorithm to recommend three YSL fragrances tailored to each consumer.

This scientific and technological approach allows us to discover the perfect fragrance by **revealing everyone's unique olfactory profile**.



YSL Beauty also proposes an online version based on cognitive science. Through immersive UX blending sounds and videos, it guides the consumers progressively and proposes fragrance recommendations.

Osmobloom™ by L'Oréal Groupe



Born from an **exclusive partnership with Cosmo International Fragrances**, a leading fragrance and cosmetics ingredient laboratory based in Grasse, Osmobloom™ marks a new era in perfumery. This collaboration grants L'Oréal sole access to this groundbreaking process, **positioning us at the forefront of ingredient innovation**.

Imagine capturing a flower's pure scent, unaltered – a perfumer's dream realized by Osmobloom™. A gentle, controlled airflow draws in the fragrant molecules naturally released by the blossom. These delicate components are then carried by the airflow and captured in a natural origin liquid, leaving the flower perfectly intact for other uses. This water-free and heat-free extraction process preserves the full complexity of the flower's scent, delivering high-fidelity extracts, true to nature.



Through a guided fragrance smelling session, immerse yourself in the world of Osmobloom™, discovering four exclusive extracts, including those from "mute" flowers like Lily of the Valley and Hyacinth, previously impossible to capture. Rediscover iconic orange blossom and tuberose, now with unprecedented fidelity to the flower on the stem. This expanded palette of natural ingredients empowers perfumers to create truly unique and captivating fragrances, as exemplified in Valentino *Private Talk* (Anatomy of Dreams collection), through the velvety Tuberose Osmobloom™.

This game-changing process is poised to revolutionize perfumery. If it can be smelled, Osmobloom™ can extract it! With a dozen ingredients already under development, Osmobloom™ embodies L'Oréal's commitment to innovation and sustainability, shaping the future of fragrance.



HAPTA by Lancôme

It is estimated that 50 million people around the world today have limited fine motor skills and 15% of the world's population live with some form of disability, which can create difficulties when applying makeup. HAPTA by Lancôme is a groundbreaking assisted lipstick application device designed to create an accessible and enjoyable makeup experience for all. Initially revealed as a prototype at CES in Las Vegas in 2023, HAPTA has received a number of accolades in the tech and beauty industries including the 2023 CES Innovation Award Honoree and TIME Best Inventions of 2023.

HAPTA is the world's first motion-stabilizing makeup device for users with limited hand, wrist, and arm mobility. It adjusts movements in real-time using smart motion controls with 360-degree rotation and up to 70-degree flexion.



HAPTA incorporates technology originally created by Verily, and results from an intensive co-development process involving accessibility and disability inclusion experts across distinct fields and organizations. Lancôme conducted extensive user testing by L'Oréal R&I teams in the United States and France in 2023 and 2024 to optimize and improve device performance. The beta launch is the final chance for users to share feedback and be part of the co-creation process before the device reaches the global market in Q1 2026.

Lancôme Cell BioPrint



A lab-on-a-chip technology to determine your skin's biological age and predict potential skin issues in just 5 minutes In partnership with NanoEnTek

Introducing Lancôme Cell BioPrint, a revolution in consumer skin intelligence rooted in the field of Longevity Science. A first of its kind lab-on-a-chip skin assessment device using cutting-edge science to enable consumers to understand their skin's aging trajectory and gain insights into the skincare solution that can reverse their skin biological age.

Made possible by L'Oréal's Longevity Integrative Science™, a groundbreaking approach that reveals how mechanisms in the human body can affect skin's appearance, and through an exclusive partnership with South-Korean startup NanoEnTek. Lancôme Cell BioPrint produces a personalised skin assessment in 5 minutes including:

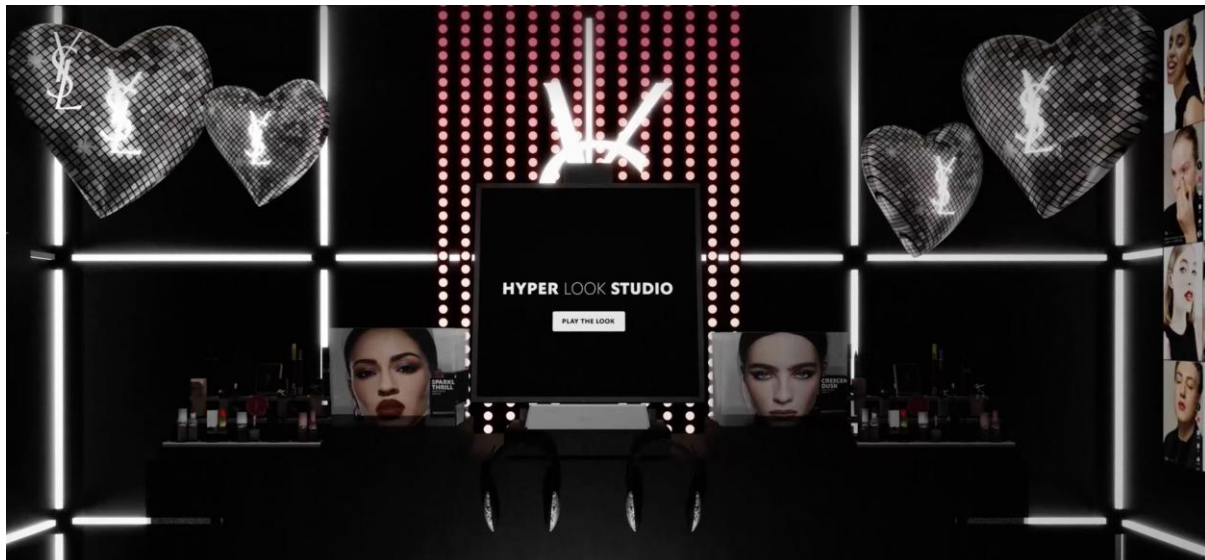
Skin's Biological Age: Lancôme Cell BioPrint can calculate skin's biological age and provide personalised advice on how to extend skin cellular healthspan.

Shifting from Reactive to Proactive Skincare: Cell BioPrint can help predict potential skin concerns before they become visible, enabling users to take proactive steps to help protect their skin's health.

Lab-on-chip technology: Cell BioPrint provides a simple, non-invasive process involving a cheek swab, facial imaging, and a short questionnaire.

Lancôme will be the first brand in the Group to launch at scale in March 2026.

YSL Beauty Hyper Look Studio



Going a step further, L'Oréal Empowers Beauty Brands with trend-driven Virtual Try-On and YSL Beauty is leveraging social inspiration to virtual try-on. **Step into the YSL Beauty Hyper Look Studio — where social media meets high beauty artistry.** This Beautytainment experience fuses trend culture with YSL Beauty's creative edge, inviting guests into a **bold, immersive, tech-powered world**. It begins with the scroll. Guests select a trending beauty moment from a curated social content feed. Instantly, AI pairs the trend with an exclusive YSL Beauty look, imagined by expert artists. Then comes the turntable. Guests choose their vinyl, place it on the YSL Beauty turntable, and activate a transformation sequence. Watch your look come to life through visuals, soundscapes, and ModiFace's technologies, including color matching, Generative AI, and AR. **More than a makeup try-on, the Hyper Look Studio is a cultural portal.** A space to explore identity, set trends, and embody YSL Beauty through technology.

Takami Skin Truth

Built upon 25 years of Dr. Takami's medical expertise and powered by Modiface's tech algorithms, **Takami Skin Truth** utilizes cutting-edge diagnostic tools: **skin connect tool for in-person consultations and an advanced online skin diagnosis platform.**

Central to the Takami philosophy is the concept of Kakushitsu, the outermost layer of skin, also known as the stratum corneum, **Takami Skin Truth focuses on analyzing and understanding the Kakushitsu.** At the heart of the experience is the **Skin Health Index**, a 5-point scale. This simple metric is meant to empower customers to understand their current skin condition and begin a personalized and consistent journey online and offline towards optimal skin health. *Takami will launch both in store and online in September 2025 in China and Japan.*

Rénergie Nano-Resurfacer 400 Booster by Lancôme



RÉNERGIE NANO-RESURFACER 400 BOOSTER is Lancôme's next generation at-home skincare device inspired by professional micro-needling. Designed to boost topical absorption into stratum corneum and to gently resurface skin, it amplifies Rénergie H.C.F. Triple Serum performance on three skin dimensions: wrinkles, dark spots and skin texture for clinical-grade results at the comfort of your own home.

Powered by breakthrough NANO-RESURFACING technology, the device is made of 484 ultra-precise nano-tips to create invisible micro pathways on skin's surface without pain nor skin downtime.

L'ORÉAL GROUPE COMMITMENTS

Diversity, Equity & Inclusion at L'Oréal Groupe



We believe in beauty that is inclusive, generous, and sustainable. For us beauty is about self-expression, empowerment, and self-confidence. We believe that everyone can express themselves through their own individual beauty. When we feel like our true selves, we can do amazing things and have a positive impact for our loved ones, communities, and the planet. We see beauty as a universal aspiration, that can be found in many sources and celebrates everyone.

What does inclusion mean for L'Oréal?

As a company of more than 90,000 individuals of 167 nationalities, L'Oréal has been committed and proactive on diversity, equity and inclusion for over 20 years. Our ambition is to be the most inclusive beauty leader and to contribute to a society in where people can feel safe, equal, respected and valued.

We are committed to being as diverse as the people we serve.

We are convinced that when people of all identities, cultures and backgrounds are accepted and valued, it makes for a stronger company and more harmonious communities. It helps us to offer each and every person around the world the best of beauty: for all skin and hair types, genders, identities, cultures, ages. Diversity, equity, and inclusion fuel the innovation, inspiration and ambition that help us create the beauty that moves the world.

Our actions cover 4 pillars: Socio-economic & Multicultural Diversity; Physical, Mental & Social Well-being; Age & Generations and Gender Equity & inclusion of LGBTQIA+ people, and they are reflected in:

- **Inclusive workplace** for everyone, enabling disclosure by denouncing any form of discrimination, physical or psychological violence and offenses to human rights.
- Accounting for the needs and preferences of **consumers of all identities, cultures, and backgrounds** in developing our products and marketing to respond to the many and varied ideals of beauty.
- **Hiring, promoting, and developing** people of all **identities, cultures, and backgrounds**; and training them in **leadership**.
- Supporting initiatives and **organizations that work for diversity, equity and inclusion**, in the commitments of our Group and its brands.

- Embedding diversity, equity and inclusion in our **Inclusive Sourcing strategy** with our suppliers, empowering women, people of all genders, identities, cultures, and backgrounds **all along our supply chain**, in our “extended company”.

Diversity, Equity and Inclusion Awards & Certifications

FTSE D&I Index: L'Oréal ranked number 5 in the FTSE Diversity & Inclusion Index* Top 100 companies 2024 and 1st among French companies.

Equileap: L'Oréal among the Top 20 in the Equileap Women's Equality in the Workplace Top 100 Ranking 2025.

Disability:IN - L'Oréal recognised in Brazil, Canada, India, Japan, the Philippines, the United Kingdom and the United States by Disability:IN as a “Best Place to Work for Disability Inclusion” in the Disability Equality Index 2025.

Ethisphere Institute: L'Oréal recognised in 2025 for the 16th time as one of the World's Most Ethical Companies by the Ethisphere Institute.

Sustainability at L'Oréal Groupe



For over 25 years, L'Oréal has proactively worked towards a sustainable and inclusive future, seeking to protect the planet's beauty and empowering communities worldwide.

We made choices very early on that were ahead of their time and which have helped us become better prepared to tackle the challenges facing the world today. The L'Oréal for the Future program, launched in 2020, is the latest chapter in this long journey, and continues our deep and long-held commitment to transparent and impactful change. It reflects our conviction that economic performance and environmental and social responsibility are inseparable.

As the world's largest beauty company, we recognize our unique position and responsibility to drive real, meaningful change: from stewarding the climate transition, to safeguarding nature, to driving circularity, and supporting communities, our actions are anchored

in the latest environmental science and underpinned by our desire for constant improvement.

Some of our key results in 2024:

- At the end of 2024, L'Oréal reached **97%** renewable energies for its sites.*
- In 2024, **53%** of the water used for our industrial processes came from recycled and reused water.
- In 2024, **66%** of our ingredients in formula were biobased, derived from abundant minerals or from circular processes.
- In 2024, **37%** of our plastic packaging were either from recycled or biobased sources.
- In 2024, **4,5 M** people benefited from our brand cause programs.

**This concerns the operated sites of the Group; excluding security installations. The operated sites include all production sites (factories, distribution centers) as well as administrative sites and research centers. Only sites with more than 50 people are included.*

Sustainability Awards & Distinctions

- **EcoVadis 2024 Sustainability Rating:** The Group earned a Platinum medal from EcoVadis. As part of the top 1% of companies assessed by the agency, L'Oréal received recognition for its extra-financial performance in four main areas: Ethics, Environment, Labour & Human Rights, and Sustainable Procurement.
- **CDP A-List:** In 2024, L'Oréal achieved an A score, the highest possible rating, for all three environmental themes assessed by CDP: tackling climate change, managing water sustainably and acting to protect forests. This global non-profit organization encourages businesses to disclose their environmental data and assesses their performance and efforts to pursue transparency. L'Oréal is the only company to have received a triple A for 9 years running.
- **Ethisphere:** In 2024, L'Oréal was named one of the world's most ethical companies for the 15th time, ranking it among organizations with the most advanced ethical business practices.

Focus on the role of L'Oréal Luxe

Within the L'Oréal for the Future program, L'Oréal Luxe is shifting to a more mindful Luxury Beauty, pairing sustainability and desirability. We work to reduce our environmental footprint across our whole value chain.

1. Rethinking the codes of luxury packaging



The very essence of luxury is to create beautiful objects, works of art, that are made to last. Fragrance is the epitome of the art of flaconage. In fragrances, we innovate in various ways to reduce the environmental impact of our packaging.

First, we lightweight our fragrance bottles. For example, we have lightweighted the iconic La Vie est Belle by Lancôme, reducing the weight of glass by 15% without changing the bottle's iconic look. As a result, the equivalent of one million bottles (more than 200 tons of glass) is saved each year. Among male fragrances, the Luna Rossa franchise by Prada has been lightweighted by 27%.

Second, we focus on refills: refills are in line with our vision that true luxury is made to last, and they are also a key lever to meet the L'Oréal for the Future objective of -20% in packaging intensity vs 2019 by 2030 at Group level.

Since 1992, the Mugler Fountain has allowed customers to refill their precious bottles in store. Today there are more than 11,000 Mugler Fountains worldwide, and the iconic Angel Eau de Parfum, Alien Eau de Parfum, and Alien Goddess Eau de Parfum are refillable at the Mugler Fountain.

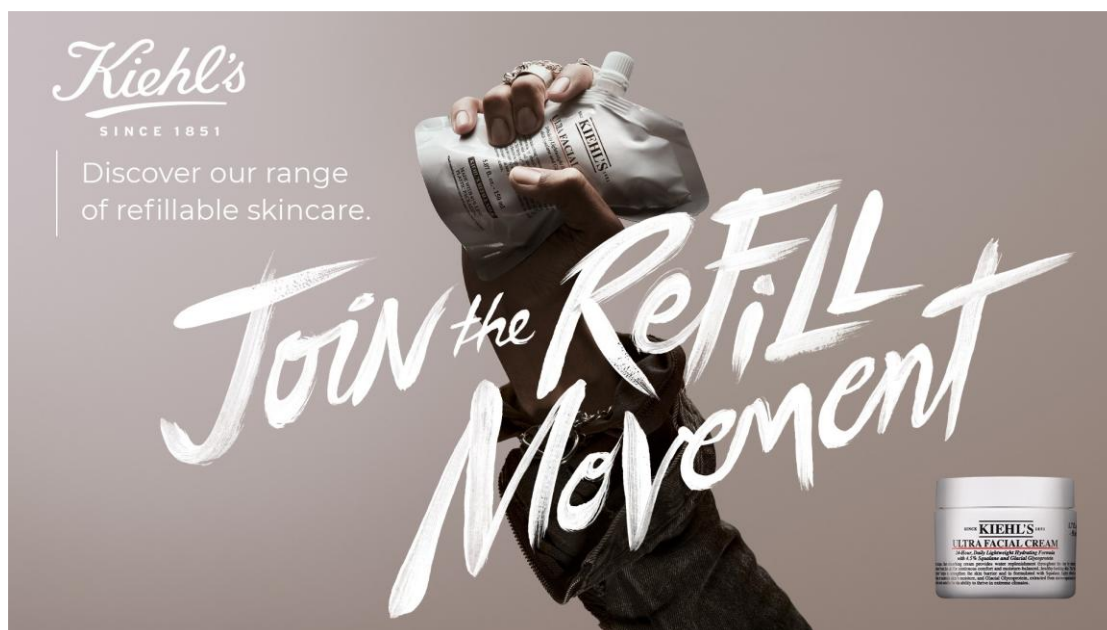
In 2020, L'Oréal Luxe started rolling-out another refill solution: "refills at home". Today, almost 100% of our best-selling fragrances, loved by millions of people, are refillable at home. These include: La Vie est Belle and Idôle by Lancôme, Libre and MYSLF by YSL Beauty, Paradoxe and Luna Rossa Ocean Le Parfum by Prada Beauty, Alien Hypersense by Mugler.

The savings in material are substantial: in the case of Prada Paradoxe, when you buy a 100ml refill instead of rebuying two 50ml Prada Paradoxe you help save 44% of glass, 67% of plastic, and 100% of metals.

Inspired by the success of the Mugler fountain, we have also launched the pilot of a multi-brand fragrance refill fountain, which allows customers to refill their empty bestselling fragrances, such as Lancôme La Vie Est Belle or YSL Libre, directly in store. Today the fountain is present in more than 10 points of sale in France and the USA.

2. Shifting our customers' habits for a more mindful luxury beauty

Beyond developing a large refillable offer, we are also working to shift our customers' habits. How?



Firstly, we are constantly increasing the visibility of refills across the 360° consumer journey: in our advertising campaigns, at our points of sale, on our e-commerce platforms, and at our retailers' stores.

Secondly, we leverage the aspirational power of our brands and the influence of our ambassadors. Several spokes, such as Emma Watson for Prada Paradoxe, Dua Lipa for YSL Libre, Austin Butler for YSL MYSLF, demonstrate how to effortlessly refill their fine fragrance bottle.

In 2025, we went even further in this approach with the "Join the refill movement" campaign: the first global multi-brand, multi-category, multi-channel campaign by L'Oréal, launched on

the occasion of World Refill Day on June 16. With this campaign we encouraged consumers to embrace refilling as a new beauty ritual. We also highlighted the collective power of small actions, creating a sense of community and shared purpose.

3. Crafting Innovative & More Sustainable Luxury Formulas



At L'Oréal, we believe exceptional fragrances begin with exceptional ingredients. This pursuit of excellence drives our commitment to innovative research, resulting in Osmobloom™ – a revolutionary air-capture technology.

Developed by Cosmo International Fragrances and made exclusively available to L'Oréal, this water-free, heat-free, solvent-free extraction process preserves the full complexity of the flower's scent, delivering high-fidelity extracts, true to nature.

Osmobloom™ also allows, thanks to its delicacy, the extraction of flowers considered "mute," such as lily of the valley and hyacinth, previously impossible to capture.

With a dozen ingredients already under development, Osmobloom™ embodies L'Oréal's commitment to innovation and sustainability, shaping the future of fragrance.

4. Ensuring our brands' commitment to environmental and social matters.



Preserving the beauty of the planet also means preserving its **biodiversity**.

Lancôme's Domaine de la Rose - Lancôme acquired the Domaine de la Rose in Grasse in 2020. It represents around 7 hectares dedicated to the preservation of biodiversity, regeneration, and organic polyculture of local species. The Domaine de la Rose is a refuge for biodiversity: over 280 species of flora and fauna were identified there in 2023. In November 2023, Domaine de la Rose obtained the UNESCO emblem for the safeguarding of the Intangible Cultural Heritage of Grasse Perfume Savoir Faire.

Our L'Oréal Luxe brands, with their aspirational power and large share of voice, have also increasingly been raising awareness and taking action on key social causes, in partnership with leading NGOs around the world.

YSL Beauty “Abuse is not love” - Abuse Is Not Love is YSL Beauty's global initiative dedicated to preventing and combating intimate partner violence (IPV). With 1 in 3 women experiencing IPV in their lifetime—whether sexual, physical, psychological, or financial—this program focuses on educating individuals about the nine warning signs of abuse. Currently active in markets around the world spanning 5 continents, Abuse Is Not Love aims to educate 2 million people globally by 2030. The initiative is built on four key pillars: supporting local non-profit organizations, educating YSL Beauty teams worldwide, contributing to thought leadership through academic research, and wide scale awareness campaigns.



Decode the Scent!

You have now explored the captivating world of Luxury Fragrance, delved into the essence of **unparalleled products and experiences, and understand how pure creativity, pioneering tech & science, and bespoke services** are shaping its future. With this initial knowledge, you are ready to tackle the L'Oréal Brandstorm 2026 mission. It's your turn to **craft the future of luxury fragrance**, designing groundbreaking solutions that will redefine the olfactory landscape. The power is in your hands – make it happen!

Hear from our alumni: Read the powerful story from our Brandstorm 2025 finalists [Click here to access the article](#)