



Press release
17 October 2019

**With their OASHE project,
IPAG's team of female students have won
the 2019 Sustainable Beauty Challenge hackathon
organized by Cosmetic 360 and sponsored by LVMH**

The Cosmetic 360 / LVMH Hackathon took place on Wednesday and Thursday, 16 and 17 October 2019. This year's hackathon was **dedicated to sustainable beauty** as seen through the prism of **corporate social responsibility (CSR)**. CSR was the theme of this year's trade fair, officially opened by COP21 chairperson Ségolène Royal.

Held annually over the past three years at the Carrousel du Louvre, during the 48-hour Cosmetics 360 trade fair, the Cosmetic 360 hackathon prioritizes **innovation**. For its audience, the competition has become a landmark event of the cosmetics season and, for participating grandes écoles,* an opportunity to train students' minds on the industrial challenges of our sector.

The theme of the first hackathon, in 2017, was Reveal Your Perception; the second focused on 3D printing for product customization; and the current edition—**sponsored by LVMH** along with Dior Parfums, Guerlain, Sephora, and Kenzo Parfums—was dubbed the **Sustainable Beauty Challenge**. **This year, five female students from the IPAG Business School took home the prize.** Their team presented the OASHE Cosmetic project, which involves **recycling of unsold perfumes**.



The Sustainable Beauty Challenge hackathon winners with Thierry Wasser (Guerlain), who handed them their prize, a €5,000 grant.

Photo: C. Muzard

Their idea is to liquidate immobile stocks by combining the different brand-name fragrances collected to create unique new limited-edition perfumes, presented in recycled glass bottles. They are confident this could attract a clientele ready for a new formulation—a new experience—after every six-month recycling operation. **The Jury Favourite award was given to the STEP’N LIGHT team from Sup’Biotech for their project to design a smart floor that generates energy.**

Divided into seven teams supervised by LVMH volunteer mentors and hailing from nine different countries,† the 35 participating students who faced off, *peacefully*, were selected from a pool of nearly 350 applicants. They were tasked with presenting a sustainable vision for luxury cosmetics in 2025 that was attentive to consumer expectations and accounted for the environmental and social impacts of these fine goods. Teams were scored for the quality of their pitch, the innovative nature of their projects and how much they contributed to conservation, and the degree of client approval.

Marc-Antoine Jamet, President of the Cosmetic Valley competitiveness cluster: ‘At the heart of the Cosmetic 360 trade fair, which has once again broken records for numbers of exhibitors, visitors, and contracts signed, the hackathon channels youth, creativity, and energy into our cluster. I find it to be an inspiring and enlivening event brimming with potential. Cosmetic Valley is ensuring it will maintain its leadership by eliciting new ideas and novel projects. The message is also that young men and women have a place in our business ecosystem and that we are concerned with the major issues that mobilize them, including the sustainability transition.’

Hackathon 2019 Jury

Bruno Bavouzet (Director, LVMH Recherche), Sylvie Bénard (Environmental Director, LVMH), Stéphanie Calvino (Anti-Fashion project), Timothée Delacroix (Marketing and Communication Director, Kenzo Parfums), Géraldine Deliencourt (Scientific Director, TFChem), Milène Guermont (artist and engineer), Marc-Antoine Jamet (President, Cosmetic Valley), Stéphanie Medioni (Executive Vice

President, LVMH Parfums & Cosmétiques), Christophe Masson (CEO, Cosmetic Valley), Jean Baptiste Voisin (Chief Strategy Officer, LVMH), Thierry Wasser (Fragrance Creation Director, Guerlain).

**HEC Paris, IPAG Business School, Sup'Biotech, Paris School of Business (PSB), Ecole Nationale Supérieure des Arts et Métiers (ENSAM), Agroparistech.*

†France, India, Italy, Morocco, Russia, South Korea, Spain, Sri Lanka, Taiwan.

About Cosmetic 360 – www.cosmetic-360.com

Launched in 2015 by the Cosmetic Valley competitiveness cluster, the Cosmetic 360 trade fair—the only trade fair created as a French initiative with French governance and funding—is now one of the leading world gatherings for the fragrance and cosmetics industry. An excellent setting for meeting industry professionals, Cosmetic 360 seeks to spotlight innovators—the key drivers of an industry in which half the products to hit the market within the next five years are still unknown. Gathering together all industry players—big brands, SMEs, distributors, investors, start-ups, public and private research laboratories, and innovation support experts—it is an industry hive for the promotion of the latest breakthroughs from innovative companies. Held at the Carrousel du Louvre, a centrally located Paris landmark, Cosmetic 360 affirms France's leading position on the international market for perfume and cosmetics and furthers its global influence in the world of beauty.