

Honour the legacy. Celebrate the present. Shape what comes next.

Istituto Marangoni Paris and Vogue France invite a new generation of creatives to reflect on the meaning of heritage in contemporary luxury.

As Istituto Marangoni Paris celebrates its 20th anniversary, this year's challenge explores how legacy is not only preserved, but reinterpreted through new cultural perspectives, technologies, and narratives.

Select an iconic French maison and propose a new product, service, or experience that celebrates its heritage while translating it for today's world and tomorrow's audience.

This is an opportunity to work with heritage as a living language — not fixed, but evolving — shaped by those who engage with it.

Every legacy carries a future. How will you continue the story?

Creative Brief:

Design a new product, service, or concept for a heritage French brand (e.g. Hermes, Chanel, Cartier, Guerlain, Dior, etc.).

Your proposal should:

- *Draw from the brand's heritage, codes, and archives*
- *Demonstrate an understanding of its cultural and historical significance*
- *Translate these elements into a contemporary or future-facing expression*

This could be:

- *A luxury skincare or fragrance extension rooted in archival formulations, ingredients, or rituals*
- *A new beauty concept or product line that reinterprets the maison's identity*
- *A sensorial brand experience that connects heritage with contemporary audiences*
- *A digital or physical activation that brings the brand's legacy into a new cultural context*

Heritage is not static. It evolves through interpretation, relevance, and cultural dialogue.

1. Subject

Istituto Marangoni Paris, in order to support and foster new talents, has launched a Scholarship contest dedicated to its undergraduate and postgraduate courses in Fashion Design, Fashion Styling, Fashion Business and Fragrances & Cosmetics.

Istituto Marangoni offers to the best 6 talents the opportunity to benefit from a deduction on the tuition fee (enrollment fee is always due) for BA and Master courses starting in September 2026 at Istituto Marangoni Paris, as follows:

- From 5.000€ to 10.000€ for Bachelor courses* (applicable only to the first year)
- From 5.000€ to 10.000€ for Master courses**

The specific deduction amount awarded to each candidate will be determined by the Committee according to criteria defined in the present regulation.

The deduction can be applied to courses at Undergraduate and Postgraduate level offered by Istituto Marangoni Paris starting in September 2026 and it is not transferable to subsequent intakes.

In order to participate in the contest, students will have to present the required documents (see section 3) along with the special project, according to the brief indicated above.

Deadline: April 30th, 2026

** Students who comply with the requirements and successfully complete the three-year courses obtain an RNCP (French National Directory of Professional Certifications) qualification recognised by the French state through the national governance body for vocational training and apprenticeship, France Compétences. As a recognised vocational training course, Level 6 RNCP is the equivalent of the competences of a Bachelor's Degree. After successfully completing one of the programmes, participants obtain 180 ECTS credits as per their Study Plans, the equivalent of a three-year degree course.*

*** Students who comply with the requirements and successfully complete these Master courses obtain an RNCP (French National Directory of Professional Certifications) qualification recognised by the French state through the national governance body for vocational training and apprenticeship, France Compétences. As a recognised vocational training course, Level 7 RNCP is the equivalent of the competences of a Master's Degree. After successfully completing one of the programmes, participants obtain 90 ECTS credits as per their Study Plans, the equivalent of a Master degree course.*

** Students who successfully complete these programmes will receive a BA (Hons) Degree, validated and issued by Regent's University London. Upon successfully completing the three-year programme, participants will also gain 360 UK credits (equivalent to 180 ECTS credits).*

*** Students who successfully complete these programmes will receive a Master's Degree validated and issued by Regent's University London. Upon completing the programme, participants will also gain 180 UK credits, equivalent to 90 ECTS credits.*

2. Criteria of participation

Multiple requests shall not be considered. Participation in the selection is free of charge. No extra costs will be charged other than those deriving from the candidate's internet network connection for accessing the service, which are the responsibility of the user.

Istituto Marangoni assumes no responsibility for events beyond its reasonable control including, without limitation: the access, bar to access, the malfunction and difficulties relating to the technical instruments, the software and the hardware, the transmission and the connection, the data which can bar the candidate from participating in the selection.

A mandatory requisite for the participation in this selection is the candidates' explicit consent to the processing of his/her personal data.

3. How to participate

Participants must choose one format to present their creative response:

Submit one of the following formats:

- *A 60-second video concept: a visual proposal that imagines a new evolution of a luxury brand, product, or experience*
- *A moodboard with 9 evocative images: illustrating a future-facing creative direction inspired by French luxury heritage*

Each submission must include:

- *A brand of reference*
- *A concept name or creative direction*
- *A written explanation (approx. 500 words) detailing how your idea evolves from the brand's heritage while speaking to the future of luxury*

As Istituto Marangoni Paris marks 20 years of shaping creative talent, this challenge invites you to reflect on your own role in carrying heritage forward.

For three-year courses, in addition to the project file, please upload also the following documents:

- *High School Diploma: if you haven't graduated from high school yet, you can upload a certificate of enrolment confirming that you are attending your final year or a copy of the Transcript / Scoreboard. When not in English, an official English translation must be supplied;*
- *Letter of motivation (Personal Statement). We suggest you explain why you wish to participate in the initiative and the selected course as well as explaining your personal and aspirational goals (about 100 words);*
- *1 passport size photo;*
- *Copy of your ID / Passport*
- *Language knowledge: for non-mother tongue students, a B1 (CEFR) language certificate is required, with specific requirements (e.g. for English: IELTS 6.0 without elements below 5.5). For the language certificate, participants may also attach a document certifying that the exam has been scheduled or a self-certification stating that the exam will be taken before the beginning of the course.*

Students who have a university degree from a native English speaking country (UK, USA, Canada, Australia, etc.) or are nationals of a majority English speaking country are exempt from English language test requirements.

For Master courses, in addition to the project file, please upload also the following documents:

- *Copy of University Degree certificate: if you haven't graduated yet, you can upload a certificate confirming your expected graduation date. When not in English, an official English translation must be supplied;*

- *Copy of University Transcript (when not in English, an official English translation must be supplied);*
 - *Letter of motivation (Personal Statement). We suggest you explain why you wish to participate in the initiative and the selected course as well as explaining your personal and aspirational goals (about 300 words);*
 - *1 passport size photo;*
 - *Copy of your ID / Passport*
 - *Curriculum Vitae;*
 - *2 reference letters;*
 - *Language knowledge: for non-mother tongue students, a B2 (CEFR) language certificate is required, with specific requirements (e.g. for English: IELTS 6.5 without elements below 5.5). For the language certificate, participants may also attach a document certifying that the exam has been scheduled or a self-certification stating that the exam will be taken before the beginning of the course.*
- Students who have a university degree from a native English speaking country (UK, USA, Canada, Australia, etc.) or are nationals of a majority English speaking country are exempt from English language test requirements.*

For further information on how to apply, feel free to contact:
admissions.paris@istitutomarangoni.com

4. Calendar

- *April 30th, 2026 > Deadline to apply and to send the creative project*

5. Jury and evaluation criteria

Projects will be evaluated by a specialized jury composed by Istituto Marangoni admissions Team and Faculty Committee (hereinafter the "Jury") and will be evaluated on the basis of the following criteria:

- *Coherence of objective;*
- *Level of Innovation;*
- *Project effectiveness from a functional and aesthetic point of view;*
- *Overall quality of the project;*
- *Ability to synthesize information and clarity of the project.*

Winners will be selected at the Jury own discretion.

6. Award

Scholarships consist in a deduction on the tuition fee for the selected courses as follows (enrollment fee is always due) :

- *From 5.000€ to 10.000€ for Bachelor courses (applicable only to the first year)*
- *From 5.000€ to 10.000€ for Master courses*

Please note that the scholarship obtained is valid only for the chosen course and is not transferable to subsequent intakes.

7. Results and publication

At the end of the selection made by the Jury, the winners of the call shall be informed by email or by a phone call.

The selected participant for the scholarship shall confirm his/her interest in the scholarship within 3 working days from the date of the first communication by email. After that period without receiving any communication from the winner, the scholarship shall be considered as expired and shall be reassigned.

The acceptance of the scholarship implies the obligation for the winner to submit the application for the selected course and pay the residual quote of the application and tuition fee.

8. Rights and use of the delivered outputs

*The participants (hereinafter the “Participants”) agree to transfer to Istituto Marangoni, in Paris, 15 rue Boissière Paris 75116 (hereafter “Istituto Marangoni”) the right to use the creative projects (hereinafter the “Project”) and the products that will be, where applicable, implemented as a consequence of the project; the right to use any output delivered for the participation to the contest for ideas “**Honour the legacy. Celebrate the present. Shape what comes next.**”, as well as all the materials connected to the projects and delivered, including the drawing of the Project, the sketches, the samples, the models, the texts and the video and photo materials. Istituto Marangoni reserves the right to use, publish and exploit the Projects in the form and manner deemed most appropriate: the Participants shall also authorize Istituto Marangoni to use the documents received for promotional purposes and in the manner deemed most appropriate. The Participants, joining the contest for ideas “**Honour the legacy. Celebrate the present. Shape what comes next.**”, declare that Istituto Marangoni cannot be subject to any claim resulting from such use. In any case, the participants agree to indemnify and hold Istituto Marangoni and its successors harmless from any liability toward third parties.*

9. Declarations and warranties

The Participant declares and guarantees:

(i) to be the author of the Project, to own and to be fully, legitimately and autonomously entitled to grant, without limitation, all the rights granted herein, including but not limited to intellectual property rights anyhow related to the Project;

(ii) that the Project is original and shall not, directly or indirectly, infringe any third parties' right, including copyrights and intellectual property rights;

(iii) that the Project shall not contain any obscene, violent, defamatory, blaspheme, upsetting elements and that it shall not infringe any third party personal and patrimonial right (including moral rights, image rights, honor and/or reputation and/or confidentiality rights, copyrights, data protection, publishing and/or others rights) or any applicable law;

(iv) In the event the Project contains elements and/or parts from third parties works, the Participant guarantee to have obtained in advance and/or to obtain all necessary consents, releases and/or authorizations, as well as all usage rights of the Project granted herein;

(v) that there are no rights or agreement with any third party which shall interfere with the

rights granted herein and with the full and free usage and arrangement of the Project by Istituto Marangoni and its successors.

In any case, the Participant undertakes to indemnify and hold Istituto Marangoni and its successors harmless with respect to every demand, claim, contestation or request, whether made or brought before the courts or otherwise, by third parties related to the Project and/or to the rights granted pursuant the article 8 and/or that are inconsistent with the representations, warranties and obligations that the Participant has provided herein or by law and/or may interfere with the full and free exploitation by Istituto Marangoni and its successors of the rights granted herein.

10. Information on the treatment of personal data

Personal data collected as a result of the participation to the call will be used for the following purposes: execution of the operations of the call and for the thereto related purposes: the processing of personal data will be executed using manual, electronic and telematics tools closely related to the purposes for which they were provided; they could be disseminated through websites and social networks connected to the Istituto Marangoni S.r.l. In case of refusal to provide the data requested for the call participation the application form will be rejected and the potential participant excluded. In case of refusal to provide the data, as indicated, in order to transfer the advertising material, there will be no consequences. Personal data collected as a result of the call participation will be registered in the Istituto Marangoni database, holder of the treatment;

People to whom the data collected as a result of the participation to the call refer to are considered the holders, pursuant to article 7 of the Legislative Decree 196/2003, of the related rights, among them, the confirmation of the existence of their personal data and their provision in an intelligible form, the cancellation, the transformation into anonymous form or blocking of data processed unlawfully, as well as the updating, rectification, integration and to oppose the treatment for any legitimate reason. By participating in the call, the participants give their consent to the aforementioned treatment of data.

11. Consent to the use of personal data

The participants authorize the Istituto Marangoni to use their personal data and their image, as well as to take videos, photos, registrations and to consign their image through third parties and with any tools, video, photo and television and the activity related to the call.

They grant Istituto Marangoni the right to use the said “material” in the context of the publishing products directed by the Istituto Marangoni and in the context of the institutional website and social networks.

12. Applicable law and jurisdiction

The french law will govern the call and the relations between the participants. Any dispute that may arise between the promoters and the participants will be of exclusive jurisdiction of the Court of Paris.