

Honour the origin. Evolve the experience. Reimagine the icon

Istituto Marangoni Paris invites a new generation of creatives to explore the evolving codes of Parisian luxury.

Select an iconic French maison and design a new product, service, or experience — in beauty, hospitality, or jewellery — that pays tribute to its heritage while reimagining it for a new era.

This is an opportunity to create a brand extension that celebrates legacy — a transformation that reflects the current evolution of luxury, while remaining authentic to the brand's origin.

Every icon has a future. What's yours?

Creative Brief:

Design a new product, service, or concept for a heritage French brand (ex. Dior, Chanel, Jacquemus, Coperni, Saint Laurent)

This could be:

- A luxury skincare line for a historic perfume house
- A conceptual suite or boutique service for a Parisian hotel group
- A contemporary jewellery capsule collection rooted in archival motifs
- A new sensorial customer experience that merges tech + tradition

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, Fragrances & Cosmetics and Hospitality.

Istituto Marangoni offers to the best talents the opportunity to benefit from a deduction on the tuition fee (enrollment fee is always due) for the chosen course starting in September 2025 at Istituto Marangoni Paris, as follows:

- Up to 10.000€ per each year of bachelor course – 30.000€ in total
- Up to 5.000€ for Foundation
- Up to 10.000€ for Master courses
- Up to 5.000€ One Year Intensive
- Full scholarship for a short course (3 weeks programme)

The deduction can be applied to courses at Undergraduate and Postgraduate level offered

by Istituto Marangoni Paris starting in September 2025 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: May 25th, 2025

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, ritual, or space (in beauty, jewellery, or hospitality).
- 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

For Foundation course, 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.

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 one year intensive courses, in addition to the project file, please upload also the following documents:

- Latest diploma : if you haven't got your final diploma yet, you can upload a certificate of enrolment confirming that you are completing the current course and expected termination date. . 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.

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.

Once selected for the scholarship, students for an undergraduate course will be required to complete a brief skill test and an aptitude interview online.

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

4. Calendar

- May 25th, 2025 > 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) :

- Up to 10.000€ per each year of bachelor course – 30.000€ in total
- Up to 5.000€ for Foundation
- Up to 10.000€ for Master courses
- Up to 5.000€ for One Year Intensive
- Full scholarship for a short course (3 weeks programme)

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 **“Every icon has a future. What’s yours?”**, 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 **“Every icon has a future. What’s yours?”**, 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, blasphemous, 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.