

L'Oréal Paris Because Beauty is a Passion



L'Oréal Paris, one of the world's leading beauty brands, draws its inspiration from the worlds of fashion and science, developing beauty products that set trends and help women to re-create them.

Fashion and beauty are closely linked for L'Oréal, manifesting itself in the UK with a commitment to working with the best fashion talent at all levels – from major international stars to helping to discover and support the next generation of British fashion designers.

Since 2004, L'Oréal Paris has supported top designers at London Fashion Week. The brand flies in its team of renowned international experts to support the shows, including leading make-up artist James Kaliardos and Christophe Robin for hair colouring. Recently, it has also added Orlando Pita as international hairstylist to its team.

In the UK this commitment to fashion extends to grass roots level, for the last two years L'Oréal Paris has sponsored Fashion Fringe, the UK fashion event for discovering fresh talent. L'Oréal Paris works with the finalists to ensure that the models for each show receive the same professional treatment as they would within a show hosted by an internationally famous designer.

Since winning Fashion Fringe in 2004, designers Basso and Brooke have exploded on to the fashion scene. L'Oréal Paris has continued to support them as they go from strength to strength. At their Spring/Summer 2006 show they featured a giant Elnett can on the stage which opened the show with a dramatic 'whoosh' – an ironic gesture that went down well with the fashion-savvy audience.

Internationally this focus on fashion and glamour reaches its apogee each year at the Cannes Film Festival. For the last nine years L'Oréal Paris has been the official partner of the festival. James Kaliardos, Christophe Robin and Orlando Pita, along with their teams, work around the clock to ensure that all the stars grace 'La Croisette' with hair and make-up to match the quality of the fashionable designs and creations they wear.

L'Oréal Paris is equally driven by scientific research. With a record of registering 500 patents a year, L'Oréal does more than any other company in the industry to drive innovation and product performance; most notably in the area of dermatological research. The L'Oréal Group employs nearly 2,980 people in its research laboratories worldwide and spends over 3% of its entire turnover on research. The development process for each product takes a team of 30 researchers anything from two to 10 years.

This passion for innovation, whether on the catwalk or in the labs, continually drives the brand to develop its expertise and create leading-edge products that deliver results to women and men who care more about the way they look. Why? Because you're worth it.

