



CHINA CROSSROADS

China Crossroads and



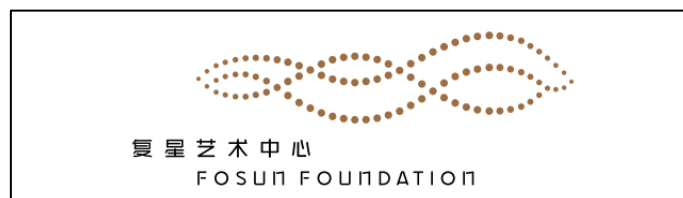
The ESSCA School of Management

cordially invite you to:

Reconnecting with Chinese Consumers: The Beauty of Branding

Stéphane Wilmet
Chief Consumer Officer
L'Oréal China

Sunday, June 17th, 2018
16:15pm – 17:30pm



复星艺术中心 / 中山东二路 600 号近枫泾路
600 Zhongshan Dong Er Lu near Fengjing Lu

Admission: 100RMB / one drink

16:00 – Doors Open
16:15 – Lecture
17:00 – Q&A
17:30 – Mixer

Please RSVP to Frank Tsai of China Crossroads at editor@shanghai-review.org.

This talk will discuss how brands in China should fit into the changing lifestyle of the connected urban and young consumers, with some examples from the beauty industry, especially L’Oreal China.

[Stéphane Wilmet](#) is the Chief Consumer Officer of L’Oréal China. Stéphane has over twenty-five years of experience in the cosmetics industry across Europe, Asia and North America in sales, marketing and brand management. American and French, he is passionate about China, where he has lived since the early 1980s as a student and worked since the 1990s onwards at different moments of China’s transformation.

[China Crossroads](#) hosts lectures and panels on all topics related to China, including foreign policy, business, and society, as well as those on other areas as they relate to China, the idea being that China is both already a “crossroads” of the world and itself at a “crossroads” in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.