

**Luxury Corporate Social Responsibility Impacts on Society
In Time of Crisis**

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Abstract

Luxury groups and companies have never been as engaged and responsive as during the Covid19 crisis. And their reactions were as spontaneous as visible. Overnight, luxury perfume manufacturers such as DIOR, were able to transform their perfume supply chain into hydro alcoholic gel supply chain. Overnight, luxury apparel manufacturer such as HERMES were able to transform their apparel supply chain into surgical mask supply chain. They clearly demonstrated their social responsibility during the pandemic.

These brave behaviors have had a huge impact on their image and their positioning in the minds of customers, and not only in the minds of their loyal customers. Is there a link? Their results during the first quarter of 2021 were historically high.

Luxury companies also paid attention to other key concerns of the society such as climate change and took the lead towards a better world in terms of sustainability, circular economy, protection of the oceans...LVMH just announced the creation of a Research Center with more than 300 collaborators and researcher dedicated to some of these society's concerns. They are also concerned about the job market and the mental health of their employees in time of crisis.

Even though the concept of CSR in the luxury sector has been addressed (Amatulli et al., 2018), (Olšanová et al., 2021), (Batat & Khochman, 2021) ,(Donato et al., 2020) there is a gap in the literature about luxury corporate social responsibilities' contributions to society. Our purpose is to explore this question.

In terms of methodology, we intent to build a conceptual framework from empirical studies.

Our findings show that the luxury groups and companies have discovered their power and the societal role they can play nearby individuals and the society. The impact of their CSR initiatives will have a growing impact in the very near future.

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