

MARKETING

LVMH, Tesla, Richemont among workers' most desired employers

March 21, 2018



A number of luxury companies are attracting worker attention. Image credit: dunhill

By STAFF REPORTS

LVMH is the most attractive employer among the France workforce, while Amazon takes the top spot for U.S. workers, according to data released by LinkedIn.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The 2018 LinkedIn Top Companies list is based on user activity on the social network, analyzing interactions such as job views and applications, interest in current employees and employee retention. The most popular companies shared traits such as emphasizing diversity and offering opportunities to create change and grow.

Worker wishlist

LinkedIn breaks down the top most engaged-with employers by country.

A number of luxury disruptors including Amazon and Apple are attracting significant attention the United States workforce. The rankings included a number of tech companies at the top, including Facebook, Alphabet, Uber, Apple and Airbnb.

Automaker Tesla ranked fifth among U.S. workers. The U.S. top 50 includes luxury groups LVMH and Kering, which place at 19 and 38, respectively.

However, in France, LVMH takes the top spot, followed by L'Oreal, Chanel and Richemont. Herms and Kering also make the top 10 in sixth and eighth place.



Many consumers are interested in working at LVMH. Image credit: Fendi

In the United Kingdom, Richemont is the highest ranked luxury company at number four. Kering follows at fifth. Selfridges also made the list, placing in the eleventh spot.

Another attribute connecting popular U.S. employers is investment in healthcare benefits.

As brands become increasingly transparent in their business practices, employee benefit programs have stepped into the limelight, with many groups publicizing initiatives intended for work-life balance.

Sustainability is as popular as ever, with luxury conglomerates such as Kering Group and LVMH emphasizing and sharing their ethical, environmentally friendly efforts to demonstrate their corporate social responsibility to consumers. Internally, employees are a brand's' most valuable and vocal advocates as they live and breath the ethos of a given house, making quality of life while at work an important support factor, especially as many brands struggle to find and retain talent ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.