

APPAREL AND ACCESSORIES

LVMH combats inflation with employee stimulus

October 3, 2022



LVMH's reported employee stimulus initiative brings corporate social responsibility to new heights. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **LVMH Mot Hennessy Louis Vuitton** is credited with distributing financial aid to its workforce amid a global cost-of-living crisis.

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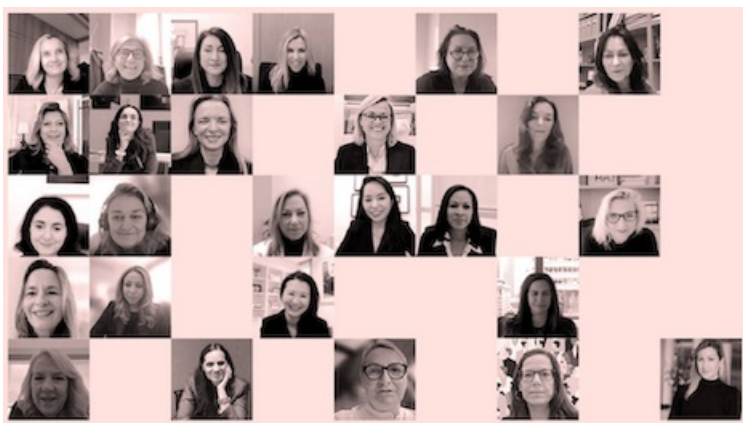
The company has established a stimulus payment for its France employees, according to a statement obtained by **Reuters**. The measure could benefit up to 27,000 employees who qualify for the bonus, allegedly aimed at easing the fiscal pressure brought about by inflation.

Corporate social responsibility

LVMH's latest initiative brings corporate social responsibility to new heights, with the potential to set a new precedent across the luxury sector.

Payments will reportedly range from 1,000 to 1,500 euros, or about \$970 to \$1,400, according to an announcement last Thursday.

Qualified candidates include staff members making up to 60,000 euros, or three times the minimum wage, in gross salary. The benefit will cost the luxury leader over 400 million euros.



LVMH continues to further its commitment to social change with the announcement. Image credit: LVMH

LVMH is attempting to mitigate rapid rises in the cost of goods and services at home.

Initially able to sustain itself by tapping natural gas and food reserves, European countries are facing increasingly severe shortages as a result of the conflict involving Russia and Ukraine. At the war's onset, Bain & Company named both nations as critical sources of food and energy, warning businesses of the war's potential long-term implications ([see story](#)).

On March 2, the group announced an emergency donation of 5 million euros, about \$5.6 million, to aid efforts for Ukraine ([see story](#)).

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