

Do Customers in the Luxury Fashion Sector Care About CSR? A Qualitative Investigation

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Abstract: *Fashion luxury brands are under growing pressure for CSR practices, considering advanced awareness among consumers on environmental and social issues. Traditional consumers of luxury are guided by exclusiveness, aesthetics, and brand heritage; a shift is, however, present in a generation of younger buyers who address sustainability and ethics as key elements. Even though there is still a niche for the consumer of luxury who places more value on the essence of craftsmanship and prestige over any concerns for CSR, increasingly, consumers expect brands to be socially and environmentally responsible. The ones that will manage to embed CSR into their luxury image might have a higher chance of attracting the more aware and growing consumer base.*

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