

ALLISON RUBEN



Alli's passion for community service and civic engagement began at a young age. She founded her own chapter of Circle of Women called School Colors, which sold sailor knot bracelets in the colors of the school in which they were being sold. The profits of the bracelets went to building all-girl schools in Afghanistan, Pakistan, and Bangladesh. Alli won the Violet Richardson Award for her work with School Colors and Circle of Women. At Penn, Alli wanted to combine her two passions: service work and fashion; among other involvements, she brought the TOMS Club to Penn, where she served as President for two years. Alli's Capstone Project also deals with the intersection of Corporate Social Responsibility (CSR) and luxury brands. After graduation, she will work at L'Oréal, where she will be involved in product development, marketing, and continuing her study of how to make corporations like L'Oréal more involved in CSR.

CAPSTONE PROJECT

CORPORATE SOCIAL RESPONSIBILITY: OPERATIONAL CHALLENGES AND ANALYSIS OF LUXURY FASHION AND BEAUTY BRANDS

Faculty Advisor: Dr. Peter Frumkin, School of Social Policy and Practice

This study concerns the practice of Corporate Social Responsibility (CSR) and its use at three different luxury companies: Tory Burch, rag & bone, and Kiehl's. The three companies take very different approaches to CSR, ranging from its complete incorporation in the business practices and culture at Tory Burch, to a more incidental and limited use of CSR at rag & bone. The study consider the effects, good and bad, of CSR both in terms of its community impact and its impacts on the given company, as to its culture, the welfare of its employees, and effects on its bottom line. A survey of scholarly research leads to four organizing categories through which to consider these impacts. Using interviews and research, the study proceeds to analyze how and why each company performs its particular version of CSR, and concludes with the proposition that CSR ought to be the rule rather than exception. No matter the form it takes, CSR has positive effects both in the social and corporate realms; existing companies should incorporate it proactively while new businesses should make CSR fundamental to practices and aims.