

MONACO
SYMPOSIUM ON
LUXURY



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6th Edition
MONACO
SYMPOSIUM
ON LUXURY

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LUXURY: A STORY OF HERITAGE, INNOVATION, AND DISRUPTION IN THE AI ERA

MISSION

Organized by the International University of Monaco, the Monaco Symposium on Luxury is a high profile academic and business event, where the best and most well renowned academic researchers and top executives of luxury brands share ideas and insights on major trends and challenges.

Held in the splendid surroundings of Monaco every two years, Monaco Symposium on Luxury welcomes close to 250 business executives and researchers around multiple presentations and case studies.

The “hot” topics and latest trends are described, analyzed and discussed within researchers’ presentations, and round tables with testimonials from the top executives in the luxury fields.

THE MONACO LUXURY WEEK

Hosted by the International University of Monaco, the symposium is a premier event that celebrates the intersection of luxury, innovation, and education. This week-long series of conferences, seminars, and a grand luxury summit brings together industry leaders, scholars, and luxury enthusiasts from around the globe.



Participants engage in insightful discussions on the latest trends, challenges, and opportunities within the luxury sector. With a focus on fostering dialogue and collaboration, the Monaco Luxury Week offers a unique platform to explore cutting-edge ideas and strategies that are shaping the future of luxury.

Attendees benefit from the university's expertise and Monaco's unparalleled status as a global luxury hub, making this event an essential experience for anyone involved in or passionate about the world of high-end living and business.

Welcome to the 2025 Monaco Symposium on Luxury

Dear Colleagues,

We are honored to welcome you to the 6th Monaco Symposium on luxury, hosted by the International University of Monaco, with the support of OMNES education.

Since our last symposium two years ago, we have witnessed uncertainty and disruption in luxury markets. The personal luxury goods sector experienced its first decline in 15 years (excluding the COVID period), the luxury goods consumer base contracted by 50 million people and further deepening these challenges, sales and margins have been decreasing for luxury brands. And yet, here we are, our presence testament to the unwavering confidence we all have in the resilience of luxury and importance of luxury research.

In spite of the complexity of these challenges, the luxury industry is expected to undergo one of its most remarkable transformations, influenced by new technologies, changing consumer needs, and greater demands for sustainable and responsible business practices. We look forward to discussing these challenges, responses and outcomes with you in the context of:

“Luxury: a Story of Heritage, Innovation and Disruption in the AI Era”

Since late last year we have had the pleasure of receiving your research papers. We are honored that you have chosen to share your work with us and deeply appreciate the rigor and originality of your contributions. Your research is invaluable to the success of this symposium, and we sincerely thank you.

The symposium would not have been possible without the support of the many reviewers who gave their time and expertise to thoughtfully reviewing these submissions. Thank you for your generous contribution.

Finally, we would like to thank everyone who was involved in the successful organization of this event, without their contribution this symposium would not be possible: Jean-Philippe Muller (General Director & Dean of IUM), Sophie de Lorenzo (Director Corporate Relations, IUM), Iulia Pantea (Events & Communication Manager, IUM), Mariateresa Torchia (Professor of Management, Head of Research & DBA Program Director, IUM), Anne Marie Vesdrevanis (Professor of Management, IUM), Carolina Bracco (Communication & Recruitment Manager, IUM) and OMNES Education.

On that note, we are honored to present the 2025 Monaco Symposium of Luxury research abstracts. We hope that you enjoy reading them as much as we did and we look forward to an insightful and collaborative symposium.

Kind Regards,

The Conference Coordinators

Elizabeth Norman Ghiandai & Pierre Valette-Florence

The Academic Coordinators

This booklet includes the names and affiliations of authors, as well as short abstracts for each of the research projects to be presented. We hope that you find this booklet a valuable resource in sharing leading research and advancements in the field of luxury. We invite you to explore this innovative and original research and to contact the authors for further details or collaboration opportunities. At the end of the booklet you will find the presentation schedule, which links paper numbers and presentation times. All in all, we received 66 manuscripts, and selected 52 for presentation at the Symposium.



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An aerial photograph of Monaco, France, taken from a high vantage point looking down at the city and the sea. The foreground is filled with the dark green, dense foliage of trees. Below the trees, the city of Monaco is visible, featuring a mix of traditional European architecture and modern high-rise buildings. A prominent curved promenade runs along the coast. The sea is a deep blue, meeting a sky filled with large, white and grey clouds. The sun is low on the horizon, creating a warm, golden glow across the sky and reflecting on the water's surface. The word "Abstracts" is superimposed in white serif font over the middle of the image.

Abstracts

Paper 1

Sustainable Luxury is a Question of Aesthetics: The Role of Authenticity and Conspicuous Consumption

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This paper proposes that luxury brands can highlight certain aesthetic characteristics of their products to motivate consumers to use those products for longer, and thereby encourage sustainable luxury consumption. Through a preliminary qualitative analysis, the authors identified two core categories of luxury aesthetics: inner and outer. Across four experiments that measured length of product usage, as well as a field study applying automated text analysis to millions of social media user responses to luxury brands' posts, this paper demonstrates that the length of product usage is higher when brands highlight inner (vs. outer) aesthetics; this effect stems from the perceived authenticity of the luxury products. Furthermore, the positive effect of inner (vs. outer) luxury aesthetics on the length of product use is stronger for consumers with lower conspicuous consumption orientation. The authors discuss the theoretical and managerial implications of these findings before highlighting the limitations and avenues for future studies.

Paper 2

Virtual Status Construction in Virtual Brand Communities: Conceptualization, Measurements, and Marketing Outcomes

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Status is a fundamental human desire and drives the desire for luxury brands since the dawn of humanity. Conventionally, status is constructed in physical spaces and indicated in macro social stratification. With the advent of intelligent technologies and extended reality, virtual brand communities (VBCs) have emerged as significant digital spaces, introducing new dynamics into virtual status and microlevel status stratification. However, the literature provides limited insights into the construction of status within VBCs and its implications. This study addresses this gap through four studies. Study 1 identifies three core status values for VBCs through 4 case studies and user survey: access-leveraged exclusive prestige, avatar-projected self-distinctiveness, and label-signaled self-presentation. Study 2 develops scales for status values and perceptions within VBCs. Study 3 tests a conceptual model and demonstrates that these status values and perceptions are significantly associated with brand status, positively affecting brand attitude and purchase intention. Study 4 validates these findings across different national contexts. This study enhances both the theoretical and practical understanding of status management and virtual status development in digital marketing contexts.

Paper 3

Emotional Brand Attachment towards Ultra-Luxury Brands: Conceptual Discussion and Empirical Study of UHNW Consumers

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This paper explores emotional brand attachment within the ultra-luxury sector, with a focus on ultra-high-net-worth (UHNW) consumers. Emotional brand attachment is crucial in consumer behavior, influencing loyalty, decision-making, and advocacy, particularly in the luxury market. While luxury brands have been extensively studied, ultra-luxury brands—characterized by exclusivity, craftsmanship, and personalized experiences—require a distinct understanding. Through in-depth interviews with 21 UHNW individuals at the Watches & Wonders event in Geneva 2024, this research identifies key drivers of emotional attachment in the ultra-luxury sector. The findings suggest that beyond status, social belonging, personal relationships with brand creators, and privacy play significant roles in shaping emotional connections. These factors differentiate ultra-luxury from mainstream luxury brands, highlighting the importance of discretion and community in ultra-luxury consumption. The paper also presents managerial implications and offers directions for future research.

Paper 5

Balancing Trust and Desirability through Traceability: Customers and the Swiss Luxury Watch Industry Perspective

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Traceability technology increasingly transforms the luxury industry by improving supply chain transparency and securing product authentication. However, in light of the limited customers' awareness of traceability, there emerges a need for a deeper understanding of the adoption of tracking solutions that verify ethical sourcing and maintain the brand's desirability. Grounded in a sustainable supply chain management framework and schema congruity theory, this study explores how, in light of new luxury consumption values (i.e., ecocentrism, guilt-free purchasing), customers and the industry perceive traceability solutions as a means of reinforcing trust and luxury experience. The study focuses on the Swiss luxury watch segment. Ten customers and ten industry professionals were interviewed, and their narratives were analysed using qualitative constructivist grounded theory. Results confirm the customers' adherence to the new luxury consumption values. However, their expectations of traceability technology use differ depending on the brand category, with traditional brands being held to the highest standards in aligning traceability practices to their brand identity. The incongruities between customers' and industry views on the critical success factors of traceability applications underscore the need to consider those differences when tailoring a traceability approach. The findings contribute to luxury and traceability technology research by suggesting a context-sensitive approach that considers customer and brand management perspectives.

Paper 7

Talk Less, Impress More: How Human Speech Backfires in Luxury Brand Advertising Videos by Reducing Awe

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While human speech (e.g., vocal narration) is commonly used in advertising to enhance informativeness, does this strategy hold for luxury brands? This research applies machine-learning techniques to analyze 4,720 advertising videos from 27 luxury car brands and 96,037 related consumer comments. The results reveal that incorporating human speech in luxury brand advertising videos significantly reduces consumer desire for the featured products. This negative effect is driven by a reduction in awe—an intense emotion commonly elicited by encounters with the extraordinary and the admirable. A follow-up laboratory experiment supports these findings. This research advances luxury marketing literature by underscoring the crucial role of awe in luxury advertising effectiveness. Methodologically, it presents a comprehensive framework for computationally analyzing advertising videos and consumer responses. In addition, this work introduces a pre-trained machine-learning model that detects awe expressions in consumer comments, outperforming traditional dictionary-based approaches and offering new directions for research on this emotion.

Paper 12

Economic Resilience of the Luxury Industry: Crisis Resistance During and After the COVID-19 Events

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This paper investigates the possible resilience of the luxury industry to economic downturns, with a particular focus on the effects of the COVID-19 pandemic following 2020. Through a detailed analysis of the luxury market's performance, the study examines how different segments of the luxury industry were affected, and whether they recovered following the global economic downturn. The research aims at exploring generational shifts in consumer behavior, highlighting the roles of Millennials and Gen Z in shaping the industry's possible resilience. Additionally, the study interprets the evolution of selected financial and operational indicators of the LVMH group, one of the most significant luxury goods players, with the purpose to assess how factors such as revenue, market capitalization and store presence contributed to its recovery during and after the pandemic based on multiple linear regression analysis.

Paper 13

From Prestige to Shame: How Consumers Cope with Luxury Shaming and Identity Threats

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While luxury goods are traditionally associated with status and exclusivity, recent shifts in public sentiment have led to negative evaluations of conspicuous consumption. Conducting qualitative research, we examine two phenomena: how consumers shame others and how they cope with being shamed for luxury purchases. Our findings reveal five dimensions of shaming and highlight how consumers employ coping mechanisms when being shamed. By conceptualizing luxury shaming as a process and examining its psychological effects, this research addresses the social and emotional complexities of modern luxury consumption. The research also links shaming to identity threats and extends Lazarus and Folkman's (1984) stress-and-coping framework. Finally, this study offers practical insights for luxury brands, emphasizing the need for adaptive strategies that align with evolving consumer sensitivities.

Paper 14

Digital innovation in the luxury sector: When can technology damage brand exclusivity and brand attractiveness?

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Little is known about whether the positive effects of Augmented Reality (AR), e.g. virtual product try-ons, on relevant marketing constructs found for conventional brands can be transferred to luxury brands. This paper examines how and through which mechanisms AR, compared to a 3D presentation, affects the perceived attractiveness of a luxury brand. We consider two mediators, namely the hedonic benefits provided by AR and the perceived exclusivity of the luxury brand. Since potential negative effects of AR on perceived brand exclusivity are more likely to occur among consumers who are more dismissive of broader brand accessibility, we consider consumers' need for status as a moderating variable. Our experiment shows that hedonic benefits and reduced perceptions of exclusivity fully mediate the effects of AR on brand attractiveness. Among consumers with high or moderate status needs, AR reduces perceptions of exclusivity and negatively affects brand attractiveness. At the same time, the positive indirect effect of AR through hedonic benefits occurs only among consumers with low or moderate status needs. Thus, looking at consumers with high status needs, managers should use such applications with caution. We discuss our findings and implications and provide suggestions for future research.

Paper 15

Technology and consumer closeness: shaping the future of luxury

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As luxury brands increasingly adopt Augmented Reality (AR), its potential to reshape consumer-brand relationships is becoming evident. While AR is known for enhancing engagement with conventional brands, its role in the luxury sector is less understood. This study explores how AR affects perceived physical and psychological closeness to luxury brands and how these perceptions influence purchase intention. Through experimental analysis, we find that AR enhances closeness to luxury brands, particularly among consumers with lower materialism. By reducing the emotional gap, AR allows luxury brands to connect with consumers who may have previously felt distant. Our findings highlight AR's ability to create new consumer connections for luxury brands, offering marketers insights into how digital innovation can foster deeper engagement.

Paper 16

Bridging the green gap: A systematic literature review on increasing purchase intention and willingness to pay for sustainable luxury products

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Sustainability has become an increasingly important social issue in recent years, and more and more companies are communicating their sustainability efforts, even in the luxury segment. In addition, newly implemented regulatory requirements are forcing luxury goods companies to increasingly shift towards sustainability. However, these shifts are costly, as the associated changes lead to increased production, raw material and supply chain costs for luxury brands. Consequently, the increased sustainability costs are putting pressure on margins. At the same time, demand in the luxury segment is currently falling. It is therefore extremely important for luxury brands to be able to pass on the increased sustainability costs to their buyers. However, there are empirical indications of an attitude-behaviour gap in the luxury segment (green gap): Despite the self-stated importance of sustainability, there seems to be no purchase intention (PI) and willingness to pay (WTP) for sustainable luxury products (SLP). Our goal in this paper is to close the green gap. We aim to identify which triggers can convince luxury consumers to spend (more) on SLPs. We pursue this research question based on an extensive literature review. We classify the studies descriptively and also provide statements on study quality and sample quality. In the end, we develop different strategic options how to incorporate sustainability in luxury brand management.

Paper 17

Redefining Luxury in a Multipolar World

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In the last few years, the world has encountered unfathomable events with consequences of profound changes in the way our world has been structured. For luxury, leading up to these years was an era marked with booming growth, especially in the emerging markets of Asia, Middle East, and Latin America. With new found riches of their elite class backed by rapid economic growth, these markets created an enthusiasm for luxury goods that had not been seen in of late. Brands that were seeing stagnation in their traditional markets of Europe and the US, were able to offset such decrease with growing sales in the BRICS countries. With no real local competition, luxury brands expanded vigorously, breaking all the rules and guidelines that defined what a luxury brand is. We are now at a time when there is an increased awareness of social issues globally. The debate on dismantling neo-colonialism as well as the changing geopolitical structures require all industries to adapt rapidly to protect their brand value and safeguard their long-term interests.

How does the luxury industry steer through these turbulent times and how can luxury brands stay true to their heritage? This paper will attempt to look into such important issues concerning this industry as well as what the future can hold for the luxury industry. Is it time for the changing of the guards?

Paper 20

Drivers of Trust in the Luxury Supply Chain: The Case of Luxury Food

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This research investigates the key factors driving the formation and maintenance of customer-supplier-relationships in the luxury food supply chain, an area underexplored in existing academic research. This work aims to identify, for the first time, the critical elements contributing to successful long-term collaborations in the luxury food industry, where high expectations for quality, provenance, and exclusivity are must requirements. The theoretical discussion places particular emphasis on trust as a core element in business-to-business (B2B) relationships, exploring how it shapes interactions between suppliers and customers. The empirical study focuses on the area of the French Riviera, renowned for its luxurious culinary culture and its role as a hub for high-end gastronomy, making it an ideal location to examine trust within this unique supply chain context. By conducting qualitative in-depth interviews with key players (e.g., suppliers, chefs, restaurant owners, and gourmet shop managers), this study triangulates multiple perspectives, aiming to provide robust, well-rounded insights into the development of trust-based B2B relationships along the luxury food supply chain. The research is expected to generate significant theoretical and practical contributions, improving our understanding of the drivers of trust in the luxury food sector and informing industry practices regarding relationship management and supply chain operations.

Paper 22

Revolutionizing Guest Experiences: Perspectives on using Extended Reality in restaurant dining

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In recent years, Extended Reality (XR) technologies have significantly transformed the customer experience across various sectors, including the Food & Beverage industry. Despite the growing trend towards developing immersive customer experiences employing modern technologies, the integration of such technologies presents challenges, particularly in traditional settings such as restaurant dining. This research aims to explore how XR technologies influence customer experiences within the restaurant dining sector, answering the question, "How do the consumers experience XR-enhanced dining?", guided by the Uses and Gratifications Theory. This theoretical framework, which explores the motivations behind individuals' selection of specific media to satisfy their needs, will be employed to analyze potential customer interest in XR experiences within restaurants and the impact of these technologies on the dining experience. The research adopts a qualitative, exploratory methodology with a focus on in-depth interviews and secondary data analysis. This research aims to contribute to the existing academic literature on the application of XR in the restaurant industry, focusing specifically on the context of customer experience. Moreover, it is expected to contribute to the managerial and strategic planning on whether allocating resources to novel technologies can enhance customer experience and provide a competitive edge in the restaurant business.

Paper 23

Is anti aesthetics meaningful ? Complementing the social distinction framework in ugly fashion

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From luxury to mass brands, ugly fashion seems to have become a norm. Is this unattractive style just a new fad adopted by the fashion elite and imitated by the rest? The literature on ugly fashion analyses the phenomenon as a way of transgressing traditional beauty standards in order to belong to a social group for whom the abnormal has become the norm. However, this approach fails to consider the deeply personal, identity-based and ironic dimension of ugly trend. Drawing on the philosophy of Albert Camus, we propose that ugliness helps to overcome an impression of a lack of meaning in life, because it subverts codes while offering a form of humor that allows distancing from traditional standards of beauty. Through 4 studies (a press review, two qualitative studies, and an experimental study), we document the existentialist motivation for ugly trend, alongside social distinctiveness motivation, and its impact on status products consumption. This research shows how fashion can be a means of asserting identity and offers practical recommendations for statutory brands that are reluctant to embrace the ugly trend.

Paper 24

Sacred Vs. Profane: How inconspicuous luxury reclaims authenticity

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This study explores the meaning Moroccan inconspicuous consumers attach to luxury through in-depth interviews. Initially focused on understanding the motivations behind inconspicuous luxury consumption, the research unexpectedly uncovered a profound connection to the notions of the sacred and the profane. Drawing on theories of sacredness from monotheistic religions and Heidegger's concept of being-in-time, the findings suggest that luxury goods crafted with human craftsmanship and intentional time investment transcend mere materiality, becoming symbols of authenticity. Preliminary results, based on seven in-depth interviews, reveal that some Moroccan consumers reject mass-produced, commodified luxury in favor of inconspicuous products. These goods, imbued with the sacredness of time and human touch, represent a form of resistance against conspicuous consumption, which they perceive as inauthentic.

Paper 25

The perceived value of innovation among young luxury consumers: the case of Voice Commerce and its contribution to the customer experience

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The adoption of artificial intelligence opens new opportunities for luxury brands. Their challenge is to maintain the core values of the sector while satisfying new customers () who are looking for seamless shopping experiences both online and in-store. Voice Commerce, integrating voice commands into the customer journey, offers new opportunities to improve brand interactions and reduce the gap between digital and physical experiences. This qualitative research aims to deepen research on voice commerce by mobilizing the theoretical framework of perceived value in the particular context of luxury. By identifying the obstacles and motivations of young luxury consumers, it provides managerial guidance for integrating conversational AI into the customer journey. The data suggest that two identified benefits relate to the DNA of luxury: (1) personalization of the service (2) immersion in the brand's vocal universe. Three costs are accentuated by the specific characteristics of the sector: (1) financial loss (2) lack of visual (3) non-customer experience. Finally, this research provides elements of reassurance within the reach of luxury brands to integrate voice as a complementary touchpoint.

Paper 26

The Green Wardrobe: Millennials and Gen Z's Embrace of Second-Hand Luxury as Sustainable Fashion

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This study examines the key motivations driving young consumers' engagement with second-hand luxury, including financial benefits, quality, ethical considerations, and personal significance. Findings suggest that younger consumers redefine luxury by integrating prestige with environmental and social consciousness, challenging conventional luxury perceptions. These insights offer valuable implications for luxury brands seeking to adapt to evolving consumer expectations in an era of sustainable consumption.

Paper 27

Compound Luxury Brand Authority: Expanding and Updating a Central Concept

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For the enduring success of luxury brands, scholars have acknowledged the pivotal role of creative directors' charismatic authority, a crucial intangible asset to reaffirm their exclusivity amidst increasing democratization risks. In today's hyperconnected environments, however, charismatic authority has become co-created in the marketplace. This shift may represent a challenge to luxury brands' own authority as a more consensual creative vision is emerging. To navigate this intricate landscape, this research draws from sociological and philosophical research to introduce the concept of compound luxury brand authority, wherein charisma represents one of its many facets, among others such as expertise and tradition. In line with political philosophical research on authority, we acknowledge that (i) only a compounded form of authority can last over time and (ii) traditional hierarchical authority, based on craftsmanship, heritage, and charisma, has transitioned to a contemporary co-created form, where traditional drivers are coupled with compassion. Authority is grounded in a mutual relationship fueled by reciprocal recognition, where luxury brands, their stakeholders and audiences negotiate a common goal. In that perspective, we argue that luxury brands' authority could emerge as a transformative force, yielding mutual benefits for both luxury brands and society.

Paper 28

Beyond Five Stars: The Unique Dimensions of Palace Services

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The objective of this research is to study a concept that is not yet well developed in the literature and pertaining to the Service Palace. Through a literature review based on the concept of experience in the luxury and tourism sector and a qualitative analysis, this research aims to define the Service Palace and its dimensions in the consumer's point of view. To do so, we used Veg-Sala and Geerts research framework (2021) about the dimensions of the luxury shopping experience: sensory dimension, social dimension and emotional dimension. The results indicate differences in several dimensions of the experience between a classic 5-star hotel and a Palace, according to consumers. More specifically, it seems that the social dimension and the sensory dimension are the most distinctive. In the social dimension, the role of employees is decisive in a Palace. They must offer an ultra-personalized service to customers, responding to any request without limits. They should also be able to anticipate their needs. In the sensory dimension, all the senses have a role to play in the Palace experience. Other differences pertaining to price and clientele have also been pinpointed. These findings help contributing to build a definition of the Palace dimensions and to managerial contributions.

Paper 29

Luxury tourism on sale – When platforms' customers are more demanding than regular luxury customers: Hotel Managers' Perspective

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The luxury hospitality industry is successful and its growth in 2023 surpassed its pre-Covid-19 levels. For several years now and despite the inherent paradox between luxury and discounts, this sector showed the emergence of private sales travel websites (PSTW) defined as online private clubs offering their members a selection of discounted luxury trips around the world and available for a limited time. The aim of this research is therefore to gain a deeper understanding of the strategic use of PSTW by managers of luxury hotels (5 stars and above) over time. We used a two-step qualitative approach, interviewing first, 13 luxury hotels' managers and seven years later, 12 luxury hotels' managers around the world. Our emerging findings emphasized a significant evolution in the strategies adopted by these managers, which became more nuanced and diversified, integrating the advantages and drawbacks inherent to such websites. In addition to fully supportive managers or completely opposed to PSTW, a third profile, "ambivalent managers", emerged compared to our first data collection. Finally, through their use and experience with these platforms, managers also perceive significant differences in the behaviors of PSTW customers, compared to regular luxury customers.

Paper 30

(Luxury) Brand Design Scale Development: The Construct, Research Propositions and Consequences

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For many years, marketing professionals [and designers] have been sharing the same daunting challenge: How to measure and communicate to other disciplines and to senior management the value created by their activities (Srivastava, Shervani and Fahey, 1997). The challenge is to demonstrate that these activities are actually “value creating assets”. This challenge should not be underestimated as assets [such as design] that are harder to measure are more likely to be under-funded (Aaker and Jacobsen, 1994). In the case of a firm’s design function, when budget constraints limit investment in design activities (Kotler and Rath, 1984), this limit can confine the ability of the firm to create shareholder value (Srivastava, Shervani and Fahey, 1998).

Paper 31

The consumer-actor in the Anthropocene era: Proposing the concept of Eco-lucidity through the practice of actions

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This article proposes to define the concept of eco-lucidity as a new framework for exploring consumers' social responsibility through their commitment and behavior. In response to environmental challenges, such as climate change and resource depletion, eco-lucidity offers an alternative to traditional approaches that rely on fear and guilt. Instead, it emphasizes proactive and coherent engagement, awareness, and conscious action, encouraging consumers to align their values with sustainable practices. The article argues that eco-lucidity builds on a deeper sense of responsibility toward the planet and society, promoting long-term behavioral change through informed, intentional actions. This research suggests that companies can use eco-lucidity to build meaningful connections with customers by integrating environmental consciousness into their business models. This new concept called eco-lucidity can help companies and public institutions understand the influence of consumers' awareness on their emotions and in turn on their commitment and behavior.

Paper 32

New Luxury Positions: Value–Fusion Offerings through the Synergy of Integration Network Development, Hyper–Personalized Identity Design & Price Acceptance Mechanisms

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The study proposes a complex framework of luxury values to identify new market positions in the luxury industry, introducing a value–fusion model based on multidimensional value connectivity, hyper–personalized identity design, and price acceptance mechanisms. Using a multidisciplinary approach integrating aesthetic intelligence, artificial intelligence, and network theory, the research explores profitable growth by maximizing consumer emotions. Reviewing 144 academic sources, it highlights paradoxical luxury values and their roots in metamodern oscillatory dualism, focusing on their identification, systematization, and psychological impacts on consumer experiences. The study examines how value–fusion systems influence consumer perceptions, identity formation, and brand expansion through consumer journey design. Integrating dual values – tradition and innovation, private and communal, physical and digital – is shown to foster competitive market positions. Findings emphasize the importance of value network development and personalized experiences in future luxury industry strategies. The study underscores the role of technology–driven personalization using authentic data and suggests that deeper exploration of value fusion and hyper–personalized identity design could guide future research directions.

Paper 33

The Role of Rarity: Enhancing Luxury Perceptions Through Brand Name Strategies

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As luxury brands navigate an increasingly accessible market, maintaining exclusivity and desirability has become a critical challenge. This paper examines the role of rarity through suggestive brand names in shaping consumer perceptions of luxury. We investigate the potential for brand names to convey luxuriousness in product categories lacking inherent natural rarity. Findings suggest that the rarity of a suggestive brand name can increase luxuriousness perceptions of a product or service brand when the brand name also carries a high symbolic value. This study contributes to the field of luxury marketing by offering insights into the strategic applications of rarity, emphasizing brand naming as a viable method for cultivating perceptions of luxury in increasingly democratized markets.

Paper 34

It's a Journey: An Exploration of Luxury Brands' Approaches towards Embedding Sustainability

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Sustainability presents a significant challenge for luxury brands, which must reconcile their aspirational image with the growing demands of stakeholders and society. While many players, including LVMH and Kering, are making efforts to incorporate sustainability into their business models and strategies, their high visibility makes them vulnerable to scrutiny and reputational risks. Moreover, consumers often view sustainability and luxury as rather conflicting concepts, further complicating the sector's journey toward sustainability. Drawing on an exploratory analysis of sustainability reports and public communications from 10 luxury fashion brands, this paper investigates how luxury brands have approached sustainability over time. Based on 321 sustainability initiatives identified across the 10 brands, the study develops a framework categorizing luxury brands' sustainability initiatives. The framework is then applied to highlight the distinct pathways these brands follow to integrate sustainability.

Paper 35

Rethinking globalization: re-shoring strategy as a driver of competitive advantage in the luxury fashion industry

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This study examines how luxury fashion brands, particularly in Italy, are addressing globalization challenges through reshoring strategies. Recent global crises, including the COVID-19 pandemic, environmental disasters and geopolitical tensions, have exposed vulnerabilities in global supply chains, prompting luxury brands to reassess their reliance on offshore production. Reshoring offers several advantages, such as enhanced quality control, supply chain resilience and alignment with sustainability goals, which are increasingly important to today's eco-conscious consumers. By shortening value chains and fostering local production ecosystems, luxury brands can preserve craftsmanship, protect intellectual property and strengthen their competitive positioning. This research highlights the dual role of reshoring and entrepreneurial ecosystems in driving innovation and adapting to a rapidly changing global environment. Using a qualitative approach, including interviews with key stakeholders in the Italian luxury sector, the study identifies key drivers and barriers to reshoring, such as sustainability demands, consumer preferences and cost challenges. Preliminary findings reveal that reshoring not only enhances operational efficiency and resilience but also reinforces the Made-in-Italy heritage, ensuring authenticity and exclusivity. This research offers valuable insights into how reshoring strategies and localized ecosystems can help luxury brands navigate uncertainty while sustaining long-term competitive advantages in a volatile global landscape.

Paper 37

Space Oddity: How Human Density Influences Satisfaction in Luxury Services

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This study explores the dual impact of human density on customer satisfaction within luxury servicescapes, specifically premium airport lounges. Drawing on theories of spatial and social crowding, the research identifies two opposing mechanisms: spatial crowding reduces satisfaction by compromising perceived space sufficiency, while social crowding enhances satisfaction by fostering excitement and belonging. Moreover, the influence of these dynamics is moderated by time of day, linked to fluctuations in physiological arousal driven by circadian rhythms. Using field data from 16,033 airline passengers, the findings reveal that crowding perceptions evolve throughout the day, with spatial discomfort intensifying and social belonging becoming more rewarding. These insights advance understanding of how crowding dynamics shape experiences in luxury contexts and offer actionable strategies for optimizing customer satisfaction.

Paper 38

Sustainable paradox: Navigating beliefs about the effects of global warming and intrinsic luxury values in pursuit of new desires

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This study explores how fashion consumers reconcile the idea of sustainable luxury by counterbalancing beliefs about the effects of global warming with functional and hedonic luxury values. Specifically, we examine how these beliefs and values shape organic fashion motivations and new luxury practices (e.g., borrowing e-luxury rentals and browsing online flash sales). To test this prospect, an online survey was conducted with fashion consumers in the United States and Western Europe (n = 6,592). The results from an SEM model confirm the main effects, demonstrating that global warming beliefs enhance functional and hedonic luxury values. Contrary to expectations, the perfectionist effect is nonsignificant, revealing no association between functional luxury values and organic fashion motivations or new luxury practices. Interestingly, the hedonist effect is significantly stronger and indicates that hedonic luxury values increase these new desires and practices. These findings contribute new knowledge to luxury brand research by linking global warming beliefs with intrinsic luxury values and eco-consciousness. For luxury managers, this study highlights the need to build eco-conscious brands that emphasize the pleasure of adopting organic materials and seeking new luxury practices, narrowing the gap between sustainability and luxury.

Paper 39

Old Money vs. New Desires: Understanding Shifting Motivations in Luxury Consumption

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Globalization, technological advancements, and generational shifts are reshaping luxury consumption. The market share is increasingly transitioning from older generations to Millennials and Generation Z, emphasizing a shift from material ownership associated with social status through conspicuous consumption to an experience-driven orientation among younger consumers. This shift signals a move from traditional "old money" values of exclusivity, heritage, and craftsmanship to "new desires" rooted in inclusivity, sustainability, self-actualization, and self-expression. The redefinition of luxury is studied under emerging concepts such as affordable luxury, accessible luxury, and masstige. While research on traditional luxury consumption motivations and values has grown, the area of new luxury remains underexplored. This systematic literature review addresses this gap by identifying the distinct and overlapping motivations driving traditional and new luxury consumption. It analyzed 59 papers through the SPAR-4-SLR protocol to identify key differences, uncover emerging trends, and provide a foundation for future research directions in luxury consumption.

Paper 40

Manus et Machina: Responses to AI Disruption in Couture Fashion Design

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This multi-method research investigates the impacts of generative artificial intelligence (AI) on the buying behaviors of Very Important Clients (VICs) who regularly purchase and collect couture fashion pieces. Using a theoretical framework derived from scholarship in the digital humanities, we aim to examine how the use of AI in the most exclusive areas of luxury fashion design affects our understanding of creativity as a human attribute. As shown through two pilot experiments, results are inconclusive in seeking generalized attitudes towards the creative ability of AI in avant-garde fashion design. Text analysis using LIWC's creativity and innovation dictionary reveals that while participants view the use of AI as innovative, they also describe its use negatively. Therefore, we focus our main study on ultra-high net worth individuals for whom couture design is relevant and salient, through inductive qualitative methods. Preliminary results suggest that VICs will recommit to collecting historical and archival pieces rather than new design when technological input has too much influence in the design process. Our research offers two substantive contributions: we explore creativity in AI as a direct dependent variable rather than an extrapolation of another construct, and we elicit and analyze responses from active couture fashion consumers.

Paper 43

Mapping the Evolution of Luxury Research

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This study maps the progress of the knowledge produced in luxury research across relevant disciplines related to marketing, retailing, services, tourism, business and management. In particular, the authors propose and deploy a novel text mining-based review method, called meta-mining, which is robust to scalability issues often found in classical systematic literature reviews, and diversity issues pertaining to meta-analytical approaches. The novel methodological approach is used to map the evolution of relevant luxury research; a total of 1,472 luxury-related articles. Establishing a macro-perspective on luxury research offers unique theoretical insights on the thematic structure underlying this body of literature, including research themes and topics which are gaining or losing importance. Using this robust foundation, new directions for future academic research are offered.

Paper 44

The Key to Building Loyal Customers: An SEM Model Analysis of Jewelry & Watch and Apparel Brands in the Japanese Market

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Brand loyalty reflects enduring consumer support and emotional bonds, enhancing brand value (Oliver, 1999; Kapferer, 2012; Hennigs et al., 2013)—AI and digitalization challenge luxury brands to preserve and redefine craftsmanship, rarity, creativity, and superiority. Social media increases information access and market volatility, making loyalty harder to sustain. Drawing on a decade of experience in sustainability strategies at a French luxury jewelry brand, this study addresses a research gap: prior studies (Kapferer & Michaut, 2015) emphasized traditional values, overlooking sustainability awareness and cultural background in loyalty formation. An integrated framework combining traditional values, sustainability awareness, and Japan-specific cultural factors was tested using Structural Equation Modeling (SEM). Through a joint research project with Forbes Japan and the University of Tokyo, we analyzed data from 43 high-income individuals with strong luxury brand loyalty. The results highlight "Attributes Valued in Luxury Products," where exceptional quality ($\beta = 0.81$) and exclusivity ($\beta = 0.78$) are critical to loyalty. Meanwhile, "Perception of Harmony Between Luxury and Sustainability" shows that sustainability concerns ($\beta = 0.51$) and belief in durability ($\beta = 0.73$) enhance ethical awareness and preference for longevity. Furthermore, SEM reveals significant latent variable relationships: sustainability perception positively influences brand loyalty ($\beta = 0.62$), suggesting consumers who view luxury as sustainable are likelier to exhibit strong loyalty. Additionally, valued luxury attributes directly impact sustainability perception ($\beta = 0.55$), indicating that high-quality, exclusive products reinforce the belief that luxury and sustainability coexist. Segmentation analysis identified distinct consumer behaviors: Jewelry and watch consumers prioritize tradition and emotional attachment, engaging in infrequent high-value transactions, whereas apparel consumers emphasize aesthetics and self-expression through frequent purchases. These findings underscore a strategic shift from product-centric approaches to experiential engagement, with CSR, sustainability, and AI-driven personalization as core pillars. Although limited by a small-scale Japanese sample, future research should adopt a larger multinational dataset and longitudinal analysis. This study provides concrete directions for creating new consumer value and emphasizes the need for expanded data collection and international comparisons, contributing to sustainable luxury brand strategies.

Paper 45

A Literature Review: Exploring Luxury Brand Extensions into the Cosmetics Industry

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Luxury brands are extending into the cosmetics industry at an increasing pace, often assuming their brand equity will enable their success. Consequently, consumers can seldom walk into a cosmetics retailer without seeing displays for Armani, Prada, or Christian Dior. Moreover, consumers exhibit differing reactions to cosmetics lines from luxury brands, which ultimately impacts their market performance. For instance, despite Prada's strong brand equity, its recent cosmetics launch faced aversion and underperformed compared to Armani Beauty, which enjoys consistent success despite having less overall brand equity. This suggests that factors beyond brand equity play a critical role in determining the success of these extensions. However, this phenomenon is largely overlooked in current literature. This article introduces the literature on brand extensions, luxury brand extensions, and cosmetics and emphasizes the gap in the literature on luxury brand extensions into the cosmetics industry. Then, it reinforces the need for concerted research as the findings will contribute to the understanding of the phenomena around brand extensions, luxury brand extensions, cosmetics, and luxury brand extensions into the cosmetics industry. Moreover, the findings will have broader applications across various luxury contexts, equipping brands, retailers, and collaborators with new strategies for marketing, demand forecasting, and more.

Paper 46

What the dupe! Masstige luxury's friend or foe?

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Dupes are defined as an affordable alternative to high-end products and fall into a unique product category directly impacting masstige luxury. While established brands rightfully seek to protect their share of the consumer market, product dupes represent a perceived direct threat to industry structure. Dupes, however, provide accessibility to high-end products rivaling masstige brands on style and design, or on features and functionality– not by impairing brand image or equity features. Though they have been observed since at least 2019, academic research in branding is limited, yet in practice established brands have formed strategies to either enhance or mitigate their effect. This current research makes two significant theoretical advances. First, we introduce the aspiring masstige consumer who are attracted to dupes. Importantly, we propose that aspiring masstige consumers eventually seek masstige brands in the future. Second, we investigate the role dupes play in expanding the masstige consumer market and find that the introduction of dupe brands increases purchase and information seeking intentions for duped (masstige) brands. Moreover, we find that these results come disproportionately from people that rarely use the product. To achieve these outcomes, we conduct and report two data collection procedures including exploratory interview and experimental design studies.

Paper 47

Museum or spectacular luxury retail? Opposites and contradictions

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The article explores the merging of museums and retail, focusing on the interaction between art and luxury brands. Museums are transforming into hybrid spaces in an effort to boost visitor numbers and profitability, resembling retail environments. The research aims to identify the contradictions and similarities between museums and retail. Through phenomenological and semiotic analysis, it uncovers a duality between the reverence of traditional museums and the indulgence of retail stores, emphasizing the impact of marketing on management. The study suggests that understanding this contradiction can enhance the visitor/consumer experience and optimize marketing strategies. It also highlights the need to manage marketing tools differently in traditional museums and retail spaces, as they are not merely different degrees of the same thing, nor are they entirely opposing. While traditional museum exhibitions may attract more visitors, brand museums may improve consumers' overall relationship with museums. The semantic differences between the definitions of the institutions are also a significant attraction factor.

Paper 48

Beyond Green: Examining Luxury Corporate Discourse on Social Responsibility

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Historically, luxury has been associated with overconsumption and social stratification (Dean, 2018; Thurlow & Jaworski, 2017abc; Veblen, 1957). However, in light of recent social movements, luxury companies have felt compelled to incorporate social responsibility into their corporate narratives. While numerous studies have examined the link between luxury and environmental sustainability, there has been limited focus on the social practices encompassed within ESG frameworks. This study seeks to analyze how commitments, efforts, and achievements related to the social dimension of ESG are semiotically constructed across various genres. Building on the author's prior research (Nervino, 2022ab; Nervino & Veloso, 2022), this investigation employs a corpus-assisted multimodal discourse analysis (Bateman et al., 2017; Kress & van Leeuwen, 2001, 2006; Nervino, 2018) focusing on the communication practices of two leading luxury conglomerates: Kering and LVMH. The dataset comprises 50 webpages, 300 press releases, 12 videos, and 60 reports, and 800 Instagram posts. Preliminary findings reveal how diverse semiotic resources are employed to shape social discourse across these genres, highlighting key themes within the topic. This study is part of a broader project that examines sustainability corporate discourse, emphasizing how it empowers individuals and organizations to advocate for, influence, and drive societal change.

Paper 49

Luxury Consumption in the Artificial Intelligence Era: The Inevitable Evolution

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This research intends to analyze how college-aged individuals perceive AI-supported services of luxury range and provide a rationale for integrating AI in training staff for the luxury service industry. The study follows a mixed-method approach and is structured into three stages to effectively address the study's objective. In the first stage, the work looks at real-world examples of the collaboration relationships between luxury conglomerates and companies that have integrated AI and started reaping the benefits of modern technology. Such a partnership contributes to expanding and improving services. These findings define the direction of the subsequent stages of the study. In the second stage of work, the views of college-aged individuals were gathered through a questionnaire and analyzed in detail. Respondents were asked about the relevance and implications of integrating AI into various sectors of the luxury services industry (including wellness and longevity programs, bespoke travel experiences, high-end fashion, and smart home solutions such as lighting, security, climate control, and multimedia systems). The data analysis revealed ambiguous attitudes of the respondents towards AI integration in the spheres of luxury. One of the key reasons for the contradictory attitude – is a lack of information about the benefits of AI-supported customer service platforms and assistants. In light of this, the findings stress the need to educate young people – who are not only future consumers but also future professionals in the luxury services industry – while they are still in university. Therefore, the third stage of the research delineates that staff competence brings value to the luxury industry. In this regard, education is essential in conditions of rapid market changes and tech disruptions. A strategy (guidance) for qualitative training of future staff that can leverage AI technology in their work is outlined. Recommendations for luxury corporations and brands on how to implement AI in customer service effectively, thus enhancing its practical relevance and applicability, are offered. A critical reflection on the potential negative impacts of AI on luxury consumption (i.e., a loss of authenticity, a handcrafted products' diminished emotional value) is sketched. Risks related to AI technology and its use in the luxury industry are analyzed in detail. The research results provide practical solutions for marketers (to attract tech-savvy young consumers) and educators who all live and work in a time where AI is the expression of an inevitable technological evolution.

Paper 50

Luxurious Fit – CEO and their organizations

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Luxurious products, experiences, or services have, when considering the connection to an individual, the power to elevate the image by heightening its status. Therefore, it is pivotal that such an image of high status is deeply woven into the fabric of an organization offering a luxury product. The organizational representation, hence, needs to be materialized in every aspect to establish the required image, as the organization serves as the embodiment of the desired associations. While academia has focused on building up the required organizational image by considering stakeholders' demands, it is still unclear how the personal image of the most representative individual of the organization, namely the CEO, is linked to the organizational image, and in which dimensions a fit is required. Especially under consideration of the current market trend of authentically contributing to society, this fit needs investigation. For investigating this fit, this extended abstract lays the theoretical foundation for a broader analysis – by scrutinizing evidence from the context of the luxury market, where this image interplay is highly required, we are laying the groundwork for a deep dive into the perceived brand personality of the CEO and its connection to organizational brand equity, which is, we propose, maximized through an optimal fit.

Paper 51

Can India Emerge as the Next China in the Global Luxury Market?

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India is increasingly emerging as a promising frontier for luxury brands due to its expanding affluence, growing middle class, and a rising number of high-net-worth individuals (HNWIs). As the Chinese luxury market slows, India's dynamic consumer base is proving to be more receptive to global luxury trends, particularly preferences for international styles, celebrity endorsements, and a strong demand for authentic luxury goods. These trends defy traditional stereotypes about Indian consumers and highlight a market more aligned with global luxury standards. The evolving consumer behavior signals lucrative opportunities for brands, making India an essential market for growth.

Paper 52

Women in Luxury – Identity Formation in the Job Domain

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A large body of research in the luxury field has investigated how customers use luxury goods to signal their status and what role luxury consumption plays in the identity creation. Whereas the relationship between luxury consumption and identity creation has been widely explored, the research in the luxury field omitted an employee perspective in identity creation. In this paper, we address this gap by undertaking an employee perspective and study the role of luxury in identity creation for female managers working in the field of luxury. The results of ten interviews reveal how employees in the luxury industry construct their identities through their job, and how the prestige and exclusivity of the luxury industry shape these identity creations. Our findings extend current research on luxury and identity creation by exploring how the identity motives can be enacted through a professional career in the luxury industry.

Paper 53

7 degrees of separation or less? Inspiring the next generation of Italian luxury craftspeople: An experimental study in Italian fashion districts

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Luxury craftsmanship plays a critical role in the identity and success of luxury brands, yet the sector faces a significant talent shortage. Despite industry efforts to attract young artisans through training programs and awareness campaigns, recruitment remains challenging. Prior research highlights that early exposure to craftsmanship influences vocational interest and passion, yet little is known about the relative effects of direct versus vicarious exposure. Grounded in Social Cognitive Career Theory (SCCT), this study explores how different forms of exposure impact adolescents' career aspirations in luxury craftsmanship. The research employs a randomized pre-post experimental design involving middle school students (ages 13–14) from Italy's luxury fashion districts. Participants will be assigned to either a direct experiential learning (DEL) group, engaging in hands-on workshops and field visits, or a vicarious observational learning (VOL) group, exposed to media-based portrayals of craftsmanship. A control group will be included to assess baseline attitudes. Changes in career interest and self-efficacy will be measured pre- and post-exposure to determine which method is more effective in fostering engagement. Findings will contribute to SCCT by refining the understanding of career development in niche creative sectors and offer practical insights for luxury brands, schools, and policymakers. The study aims to enhance talent pipelines and improve strategies for sustaining luxury craftsmanship traditions.

Paper 54

Sustainable Luxury: Sustainable Actions, Self-Congruity and Willingness to Pay

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Although, in luxury branding, sustainability has emerged as a critical market driver, existing research is limited in exploring UN sustainable development goals and consumer alignment with such initiatives. This study examines how sustainable actions are perceived from consumers in luxury fashion, and the self-identification process they go through affecting their brand related attitudes and trust and ultimately their willingness to pay a premium for sustainable luxury. We collected 460 survey data from US luxury buyers. The importance of social compared to environmental sustainable actions are highlighted in affecting consumers' self-congruity. Social acceptance is found to moderate this relationship. Different dimensions of self-congruity have different effects of brand attitude and trust. Consumers' willingness to pay more for sustainable luxury is mainly driven by brand trust and sustainable social actions. Luxury brands should emphasize social initiatives in their strategies.

Paper 56

How artification may elevate luxury brands: Crossed perspectives from industry experts and consumers on the required conditions to be fulfilled by artification strategies

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This study aims at understanding the necessary conditions that allow artification strategies to leverage the structural proximity that exists between art and luxury to strengthen positioning and legitimacy of luxury brands, both from the standpoint of luxury and art professional experts and from the one of consumers. Qualitative studies were conducted with French luxury and art high level professionals as well as luxury brand consumers. The gained data consisted in twenty semi-structured in-depth interviews with the experts, eighteen online open-ended questionnaires – using projective techniques – as well as two online focus groups with a total of ten consumers. All the collected data was analysed through a thematic analysis method. This study allows to get a more comprehensive vision of the conditions to be fulfilled by artification strategies of luxury brands to enhance their brand perception by cross-comparing the viewpoints of two sets of stakeholders (luxury and art experts as well as luxury brand consumers). Potential conditions identified by existing literature are addressed by both our panels whereas new potential conditions raised by the experts are considered by the consumers. The results provide a unified basis for understanding how to maximise the benefits of artification strategies for luxury brands.

Paper 57

Luxury Consumption in the Artificial Intelligence Era: The Inevitable Evolution

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This research intends to analyze how college-aged individuals perceive AI-supported services of luxury range and provide a rationale for integrating AI in training staff for the luxury service industry. The study follows a mixed-method approach and is structured into three stages to effectively address the study's objective. In the first stage, the work looks at real-world examples of the collaboration relationships between luxury conglomerates and companies that have integrated AI and started reaping the benefits of modern technology. Such a partnership contributes to expanding and improving services. These findings define the direction of the subsequent stages of the study. In the second stage of work, the views of college-aged individuals were gathered through a questionnaire and analyzed in detail. Respondents were asked about the relevance and implications of integrating AI into various sectors of the luxury services industry (including wellness and longevity programs, bespoke travel experiences, high-end fashion, and smart home solutions such as lighting, security, climate control, and multimedia systems). The data analysis revealed ambiguous attitudes of the respondents towards AI integration in the spheres of luxury. One of the key reasons for the contradictory attitude – is a lack of information about the benefits of AI-supported customer service platforms and assistants. In light of this, the findings stress the need to educate young people – who are not only future consumers but also future professionals in the luxury services industry – while they are still in university. Therefore, the third stage of the research delineates that staff competence brings value to the luxury industry. In this regard, education is essential in conditions of rapid market changes and tech disruptions. A strategy (guidance) for qualitative training of future staff that can leverage AI technology in their work is outlined. Recommendations for luxury corporations and brands on how to implement AI in customer service effectively, thus enhancing its practical relevance and applicability, are offered. A critical reflection on the potential negative impacts of AI on luxury consumption (i.e., a loss of authenticity, a handcrafted products' diminished emotional value) is sketched. Risks related to AI technology and its use in the luxury industry are analyzed in detail. The research results provide practical solutions for marketers (to attract tech-savvy young consumers) and educators who all live and work in a time where AI is the expression of an inevitable technological evolution.

Paper 58

From the red carpet to Instagram: The impact of traditional celebrity vs. influencer on perceived charisma of sustainable luxury brands

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Luxury brands increasingly adopt sustainable practices but rarely publicize them due to a paradox of sustainable luxury that arises from contrasting values. Celebrity endorsements may bridge this gap, transferring ethical values to brands. Influencers, perceived as more authentic and relatable, might be more suitable to promote brands' commitments. This research explores the differential effects of celebrities and influencers in endorsing luxury brands' sustainable commitments, focusing on their ability to enhance brand charisma. To do so, 3 experimental conditions (celebrity, influencer and control) were tested using the PLS-SEM technique, with 896 female respondents. The study shows that perception of brand charisma can arise because of perceived compatibility between a luxury brand and a sustainable cause and brand connection. This in turn positively enhances luxury impressions, brand attractiveness, and customer engagement on brand's social media activity. The endorsement of the brand engagement by a traditional celebrity shows a stronger impact on luxury perceptions compared to the engagement by the brand presented alone. Despite no significantly stronger effect, the influencer still generates positive effects of brand charisma, underlining the fact that brands can collaborate with these new endorsers to promote their ethical commitments and foster brand charisma and positive consumer reactions.

Paper 60

What makes people like and comment on starred chef Instagram posts?

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Luxury consumers seek emotional experiences through brand connection. Starred chefs use digital communication, and mainly Instagram, to transcend the obstacles of service non-ownership, intangibility, heterogeneity, inseparability, and perishability. This study explores drivers for consumer engagement with Instagram posts shared by Michelin starred chefs in France. The study examines how post content and personal branding influence digital interactions in the context of luxury gastronomy. A database of 4362 Instagram posts, incorporating both text and images, posted by 16 Michelin-starred chefs in France was collected over a two-year period: 2021 and 2022. We analyzed their follower's engagement (likes and comments), number of followers, and number of posts sent. Findings contribute to the literature on social media content effectiveness.

Paper 61

Collaborate to Innovate: Partnerships between Perfume Brands and Creators from the Applied Arts

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Collaborations between perfume brands and creators or visual artists, particularly for the design of bottles and packaging, have flourished in recent years. These partnerships enable commercial entities to embrace the cultural universe, create value, and differentiate themselves from competitors. To what extent does this shift of brands towards art enhance creativity and innovation? This is the central question we set out to explore. To address it, we adopt a qualitative and interpretive methodology, focusing on a case study of the collaboration between Nina Ricci and Garouste & Bonetti in the 1990s. This is compared with 2 to provide a fresh perspective. Our findings reveal that creators, who are unaccustomed to the industrial constraints of perfumery—and who are therefore not restricted by them—exhibit a boldness that expands the scope of possibilities, resulting in a high level of creativity and innovation. However, this creative freedom may distance the brand from its established aesthetic and the visual codes of its category. Consequently, the resulting designs may not fully align with the contextual expectations, potentially limiting their success and performance in terms of creativity and innovation, as defined in this study.

Paper 63

“Made in China” Luxury: Why Chinese Generations Matter

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Although China is still considered a minor player in luxury manufacturing, Chinese consumers have become the world's leading buyers of luxury goods. Consequently, the Chinese government aims to establish China as a significant force in the luxury market, which involves addressing and overcoming the traditional negative perception associated with the “Made in China” label. In this context, we explore whether Chinese consumers’ perceptions of “Made in China” luxury vary across generations using a mixed research approach. A quantitative survey of 379 Chinese luxury consumers reveals that the country-of-origin effect in luxury consumption becomes more pronounced with increasing age. It also identifies two cultural processes at play: younger consumers’ ethnocentrism would decrease the COO effect while their attachment to tradition would increase it. A qualitative study then contributes to making sense of these results in the historical context of China. Findings should help target Chinese luxury consumers and position future “Made in China” luxury brands.

Paper 64

Monaco's Resonant Luxury: "The Good Life" for a Symbiocene Era

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Luxury researchers have begun focusing on the imperative for luxury brands to create unique "experiences" that deliver emotional benefits and a sense of well-being (McKechnie & Valdez, 2024, Cristini & Kauppinen-Räsänen, 2020). Luxury should be understood within a subjective and contextual framework, shaped by individual experiences rather than the possession of material goods. Some suggest that activities, even in non-commercial contexts, such as gardening or running, are perceivable as "luxuries" since they encompass experiences of individual and collective well-being (Von Wallpach et al. 2019, Cristini, Kauppinen, 2020). Extending this notion, some researchers opine that "man-made luxury" itself needs to be complemented by the notion of the "global commons"—clean air, water, and land—which have become rarer, more precious and thus elevated to an almost exclusive and hence luxury status (Cristini, Woodside & Kauppinen, 2024).

Paper 65

Bridging Brand Value Perspectives: A Novel Approach to Measuring Luxury Brand Intangible Value Through Unsolicited Consumer Data

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This paper presents the work for the creation of the innovative listening247–Glion Luxury Brand Index, outlining the key methodologies and considerations that guided its formulation. It will also explore the unique position this index will hold within the industry, highlighting the new perspectives it brings and how it benchmarks against existing indices, providing a fresh approach to online brand performance measurement. The listening247–Glion Luxury Brand Index is a pioneering initiative to utilise unsolicited customer opinion as the foundation for index development which underlines its relevance as this methodology paves the way for a more dynamic, data-driven future in luxury brand analysis. Another advantage of this composite metric, differentiating it from other indices based on unsolicited data, is the fact that it is grounded in mathematical and statistical procedures which objectively identify the metrics included in the index and determine the weight each metric carries, ensuring a balanced and data-driven composition.

Paper 66

Craft ethics to re-enchant the meaning of work in luxury organizations

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For fifteen years, we observe a deep questioning of the meaning of work by employees, characterized in the luxury sector by tensions around the craft origins of organizations and their economic imperatives of globalization and mass production. Using a qualitative approach, we interviewed 30 employees working in 20 different non-craft positions within luxury organizations. We unveil that luxury employees working in non-craft positions use craft ethics as a mean to re-imagine their work within their own organization. Our research reveals that employees rely on three specific dimensions of craft ethics to restore meaning to their day-to-day work: materiality and aesthetic, durability and caring for others, with a central role given to a customer-oriented approach to their work. Our study also shows how employees of major multinational luxury companies use craft ethics to restore meaning to their work and align their values with a sustainable approach to luxury.

Academic Agenda

FIRST SESSIONS: 2 April 9.00–10.30am			
Room	Paper	Title	Presented by
Session 1: Sustainable Luxury & Aesthetics			
Room 206	<u>1</u>	Sustainable Luxury is a Question of Aesthetics: The Role of Authenticity and Conspicuous Consumption	Matteo De Angelisa. mdeangelis@luiss.it Cesare Amatulli. cesare.amatulli@uniba.it Rumen I. Pozharliev. rpozharliev@luiss.it Ernesto Cardamoned. ecardamone@luiss.it Martina Di Cioccio. mdicioccio@luiss.it
	<u>16</u>	Bridging the green gap: A systematic literature review on increasing purchase intention and willingness to pay for sustainable luxury products	Caroline Grauel. carograuel@gmx.net Christoph Burmann
	<u>23</u>	Is anti aesthetics meaningful ? Complementing the social distinction framework in ugly fashion	Caroline Ardelet. cardelet@ifm-paris.fr Céline Stiris
Session 2: Luxury in the Anthropocene Era & New Luxury Paradigms			
Room 207	<u>31</u>	The consumer-actor in the Anthropocene era: Proposing the concept of Eco-lucidity through the practice of actions	Virginie . Helene Cristini Janine Hobeika jhobeika@omneseducation.com
	<u>32</u>	New Luxury Positions: Value-Fusion Offerings through the Synergy of Integration Network Development, Hyper-Personalized Identity Design & Price Acceptance Mechanisms	Andrea REMÉNYI. remenyi.andrea@uni-sopron.hu
	<u>64</u>	Monaco's Resonant Luxury: "The Good Life" for a Symbiocene Era	Marika Taishoff. mtaishoff@ium.monaco.edu u Helene Cristini

Session 3: New technologies & the future of luxury			
Room 208	<u>14</u>	Digital innovation in the luxury sector: When can technology damage brand exclusivity and brand attractiveness?	David Wilhelm, david.wilhelm@unibw.de Sandra Praxmarer-Carus, Philipp A. Rauschnabel
	<u>15</u>	Technology and consumer closeness: shaping the future of luxury	David Wilhelm david.wilhelm@unibw.de Sandra Praxmarer-Carus, Philipp A. Rauschnabel
	<u>17</u>	Redefining Luxury in a Multipolar World	Ali Khan. atkhan@vcu.edu
	<u>22</u>	Revolutionizing Guest Experiences: Perspectives on using Extended Reality in restaurant dining	Vasilisa Zhuravleva. vasilisa.zhuravleva@monaco.edu
Session 4: Negative Luxury Perceptions & Identity Threats			
Room 215	<u>7</u>	Talk Less, Impress More: How Human Speech Backfires in Luxury Brand Advertising Videos by Reducing Awe	Zitian Adam, zitian.adam@unil.ch Felicitas Morhart, felicitas.morhart@unil.ch Francine Petersen, francine.petersen@unil.ch Craig L. Anderson, anderson@hec.fr
	<u>13</u>	From Prestige to Shame: How Consumers Cope with Luxury Shaming and Identity Threats	Julia Pueschel. julia.pueschel@gmail.com Shuyi Hao shuyi.hao@icn-artem.com Bernd Schmitt, bhs1@gsb.columbia.edu
	<u>24</u>	Sacred Vs. Profane: How inconspicuous luxury reclaims authenticity	Siham MOURAD. Dina ABARCHAN. dabarchan_gec21@groupeiscae.ma
	<u>52</u>	Women in Luxury – Identity Formation in the Job Domain	Marlena Ciszek. marlena.ciszek@kedgebs.com Jonas Holmqvist

END OF FIRST SESSIONS
10.30–11.00 am– coffee break

SECOND SESSIONS: 2 April 11.00–12.30 am			
Room	Paper	Title	Presented by
Session 5: Segmenting & Profiling Luxury Consumers			
Room 206	<u>3</u>	Emotional Brand Attachment towards Ultra-Luxury Brands: Conceptual Discussion and Empirical Study of UHNW Consumers	Harley Krohmer. Harley.Krohmer@unibe.ch Andreas Hediger
	<u>25</u>	The perceived value of innovation among young luxury consumers: the case of Voice Commerce and its contribution to the customer experience.	Aurélie Vachaudéz, aurelie.vachaudéz@umons.ac.be Angy Geerts. angy.geerts@umons.ac.be
	<u>26</u>	The Green Wardrobe: Millennials and Gen Z's Embrace of Second-Hand Luxury as Sustainable Fashion	Ling Jiang jiang.ling@uqam.ca Nathalie Veg-Sala sala@parisnanterre.fr
Session 6: Emerging Luxury Dimensions			
Room 207	<u>2</u>	Status Construction in Virtual Brand Communities: Conceptualization, Measurements, and Marketing Outcomes	Wuxia Bao, wuxia.bao255@gmail.com Jin Wang, Shubin Yu
	<u>28</u>	Beyond Five Stars: Exploring the Unique Dimensions of Palace Services Through Qualitative Consumer Insights	BERNARD Benjamin. benjamin.bernard@umons.ac.be GEERTS Angy
	<u>30</u>	(Luxury) Brand Design Scale Development: The Construct, Research Propositions and Consequences	Gursel ilipinar. gilipinar@monaco.edu Damien Bazin

Session 7: Luxury Fashion			
Room 208	<u>35</u>	Rethinking globalization: re-shoring strategy as a driver of competitive advantage in the luxury fashion industry.	Valentina Della Corte. valentina.dellacorte@unina.it Enrico Di Taranto Simone Luongo
	<u>40</u>	Manus et Machina: Responses to AI Disruption in Couture Fashion Design	Laura K Hoeger. Laura.hoeger@hec.edu Julia Pueschel
	<u>53</u>	7 degrees of separation or less? Inspiring the next generation of Italian luxury craftspeople: An experimental study in Italian fashion districts	Annalisa Tarquini – Poli. atarquini@ium.monaco.edu Ignacio Duran
Session 8: Luxury research literature & Artificial Intelligence: Main Insights and Perspectives			
Room 215	<u>43</u>	Mapping the Evolution of Luxury Research	Martin Wetzels. martin.wetzels@edhec.edu Ruud Wetzels
	<u>45</u>	A Literature Review: Exploring Luxury Brand Extensions into the Cosmetics Industry	Allison Rose Hess allyhess@umich.edu
	<u>57</u>	Luxury Consumption in the Artificial Intelligence Era: The Inevitable Evolution	Natalia Shumeiko natalia.shumeiko@euba.sk

END OF SECOND SESSIONS

12.30–1.30pm– lunch buffet (Rooms 204–205)

THIRD SESSIONS: 2 April 1.30–3.00pm			
Room	Paper	Titles	Presented by
Session 9: Shifting Motivations in Luxury Consumption			
Room 206	<u>20</u>	Drivers of Trust in the Luxury Supply Chain: The Case of Luxury Food	Kateryna Merkulova. kateryna.merkulova@monaco.edu
	<u>29</u>	Luxury tourism on sale – When platforms' customers are more demanding than regular luxury customers: Hotel Managers' Perspective	GEERTS Angy. angy.geerts@umons.ac.be MASSET Julie
	<u>39</u>	Old Money vs. New Desires: Understanding Shifting Motivations in Luxury Consumption	Jülide Neşe. julideerdol94@gmail.com Erdöl, İrem Erdoğan
Session 10: Enhancing Luxury Perceptions			
Room 207	<u>33</u>	The Role of Rarity: Enhancing Luxury Perceptions Through Brand Name Strategies	Valentina Clergu, Florent Girardin florent.girardin@ehl.ch
	<u>44</u>	The Key to Building Loyal Customers: An SEM Model Analysis of Jewelry & Watch and Apparel Brands in the Japanese Market	Misaki Funabiki, misaki-funabiki@g.ecc.u-tokyo.ac.jp Shinya Nagasawa
	<u>46</u>	What the dupe! Masstige luxury's friend or foe?	Richard L. Flight rflight@coastal.edu
	<u>47</u>	Museum or spectacular luxury retail? Opposites and contradictions	Suzane Strehlau sstrehlau@espm.br

Session 11: Luxury in an age of upheaval			
Room 208	<u>5</u>	Balancing Trust and Desirability through Traceability: Customers and the Swiss Luxury Watch Industry Perspective	Dusica Lehmann dusica.lehmann@bsl-lausanne.ch
	<u>12</u>	Economic Resilience of the Luxury Industry: Crisis Resistance During and After the COVID-19 Events	Krisztina Soreg krisztina.soreg@lesroches.es
	<u>37</u>	Space Oddity: How Human Density Influences Satisfaction in Luxury Services	Annalisa FRACCARO. afraccaro@tbs-education.fr Béatrice PARGUEL Timo MANDLER
	<u>51</u>	Can India Emerge as the Next China in the Global Luxury Market?	Eleonora Cattaneo. eleonora.cattaneo@glion.edu Simon Joseph

END OF THIRD SESSIONS

Shuttle to Le Meridian Beach Plaza

FOURTH SESSIONS: 3 April 10.15–11.45am			
Room	Paper	Titles	Presented by
Session 12: Luxury, craftsmanship & creativity			
Room 206	<u>53</u>	7 degrees of separation or less? Inspiring the next generation of Italian luxury craftspeople: An experimental study in Italian fashion districts	Annalisa Tarquini – Poli. atarquini@ium.monaco.edu Ignacio Duran
	<u>56</u>	How artification may elevate luxury brands: Crossed perspectives from industry experts and consumers on the required conditions to be fulfilled by artification strategies	Sandra Krim Sandra.Krim@univ-paris1.fr Jean-Marc Lehu Jean-Marc.Lehu@univ-paris1.fr
	<u>61</u>	Collaborate to Innovate: Partnerships between Perfume Brands and Creators from the Applied Arts	Nathalie Colin-Vapaille. nathalie.colin-vapaille@sorbonne-universite.fr
	<u>66</u>	Craft ethics to re-enchant the meaning of work in luxury organizations	Elodie de Boissieu, edeboissieu@em-normandie.fr Vincent Meyer vmeyer@em-normandie.fr

Session 13: Sustainable Luxury			
Room 207	<u>34</u>	It's a Journey: An Exploration of Luxury Brands' Approaches towards Embedding Sustainability	Bettina Herz. bettina.herz@tu-braunschweig.de Christof Backhaus Hannes Gurzki
	<u>38</u>	Sustainable paradox: Navigating beliefs about the effects of global warming and intrinsic luxury values in pursuit of new desires	Nabanita Talukdar nabanita.talukdar@faculty.hult.edu Charles Lawry calawry@minerva.edu
	<u>54</u>	Sustainable Luxury: Sustainable Actions, Self-Congruity and Willingness to Pay	Karolina Ivanauskaite karolina.i@icloud.com , kivanauskaite@ium.monaco.edu . Anastasia Stathopoulou anastasia.stathopoulou@gmail.com Pierre Valette-Florence pvalette@grenoble-iae.fr
	<u>58</u>	From the red carpet to Instagram: The impact of traditional celebrity vs. influencer on perceived charisma of sustainable luxury brands	Oxana Lahbib oxana.lahbib@kedgebs.com Aur�lie Kessous, aurelie.kessous@iae-aix.com
Session 14: New perspectives on Luxury consumption and Trends			
Room 208	<u>48</u>	Beyond Green: Examining Luxury Corporate Discourse on Social Responsibility	Esterina Nervino e.nervino@cityu.edu.hk
	<u>49</u>	Luxury Consumption in the Artificial Intelligence Era: The Inevitable Evolution	Natalia Shumeiko natalia.shumeiko@euba.sk
	<u>60</u>	What makes people like and comment on starred chef Instagram posts?	Jean-Louis Chandon jean-louis.chandon@iae-aix.com
	<u>63</u>	"Made in China" Luxury: Why Chinese Generations Matter	Andy HOU houandy@hotmail.com Beatrice PARGUEL beatrice.parguel@dauphine.psl.eu Julia PUESCHEL Julia.pueschel@neoma-bs.fr

Session 15: Novel approaches in luxury research			
Room 215	<u>48</u>	Beyond Green: Examining Luxury Corporate Discourse on Social Responsibility	Esterina Nervino e.nervino@cityu.edu.hk
	<u>50</u>	Luxurious Fit – CEO and their organizations	Giuliana Francesca Manganaro Giuliana.manganaro@uni-mannheim.de Dr. habil. Jan-Philipp Ahrens Prof. Dr. Florian Kraus
	<u>65</u>	Bridging Brand Value Perspectives: A Novel Approach to Measuring Luxury Brand Intangible Value Through Unsolicited Consumer Data	Michalis Michael, Dr Antonina Santalova, antonina.santalova@glion.edu
	<u>27</u>	Compound Luxury Brand Authority: Expanding and Updating a Central Concept	Clara Lecerf. clara.lecerf@escp.eu Benjamin Voyer. bvoyeur@escp.eu Luca M. Visconti. luca.visconti@usi.ch

Welcome to the Doctoral Colloquium 2025

Dear Colleagues,

We are delighted to welcome you to the inaugural Doctoral Colloquium of the 2025 Monaco Symposium on Luxury. The theme for this year, “Luxury: A Narrative of Heritage, Innovations, and Disruption in the AI Era,” invites us to explore the interplay between tradition and innovation that is currently shaping the luxury sector, particularly in light of rapidly evolving technological advancements.

Your research serves as an integral component of this dialogue, showcasing the forefront concepts and disruptions that are redefining Luxury studies. We designed the Colloquium to foster both an informal atmosphere and rigorous intellectual engagement, thereby providing you with an opportunity to present your work, obtain constructive feedback, and establish connections with seasoned faculty members who will serve as your mentors. It transcends being merely a venue for presentation; it is a forum for substantive discussions that may contribute to the evolution of Luxury research.

As participants in the overarching 2025 Monaco Symposium on Luxury, we invite you to engage with leading industry figures, as well as esteemed academics and professionals. These networking opportunities can hold significant potential for your research and career endeavors.

We appreciate your commitment to advancing the frontiers of knowledge in the field, and we look forward to an inspiring Doctoral Colloquium.

Kind Regards,

The Doctoral Colloquium Coordinators

Mariateresa Torchia & Anne Marie Vesdrevanis

Doctoral Colloquium Abstracts



Doctoral Colloquium: 3 April 14.15-18.15pm

Room 206	Academic Program
	<p>Keynote address :</p> <p>Turning Ideas into Impact: Your Journey from PhD to Publishing Legacy</p> <p>Prof. Dr. Phil Klaus MBA, MRes</p> <p>Professor of Customer Experience Strategy and Management</p> <p>International University of Monaco</p>
	<p>Academic Session 1:</p> <p>Building Trust and Responsibility: Human and Ethical Dimensions in Luxury</p>
	<p>Academic Session 2:</p> <p>Digital Prestige: Innovation and Expansion in the Luxury Experience</p>
	<p>Final Keynote address:</p> <p>The Post-Doctoral Path and Career Development</p> <p>Prof. Mariateresa Torchia, PhD</p> <p>Full Professor of Strategy and Management</p> <p>Director of Research & Faculty Development</p> <p>Director of Doctorate in Business Administration Program</p> <p>International University of Monaco</p>
	<p>Awarding the prize for the "Most promising research project"</p> <p>Moderator: Dr Elizabeth Norman Ghiandai</p> <p>Assistant Professor</p> <p>Head of Marketing and Communications Department</p> <p>International University of Monaco</p>

END OF DOCTORAL COLLOQUIUM
16.15 – 16.30 – coffee break

Doctoral Colloquium- Paper 1

Exploring the adoption of conversational AI-based voice assistants: consumer behaviour and voice marketing strategies in the luxury sector.

Aur lie Vachaud , PhD student
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While the adoption of e-commerce by the luxury sector has been long and complicated (Geerts & Veg Sala, 2014), more and more luxury brands are integrating artificial intelligence (AI) technologies, as evidenced by the example of LVMH. Through its "Dream Garden" at VivaTech 2024, the group has positioned itself at the forefront of innovation by offering immersive and interactive AI-based experiences (Haddad, 2024; LVMH, 2024). Houses are testing and deploying solutions around this area, such as the initiatives of Louis Vuitton, a pioneer in using AI to improve customer interaction both online and in-store. Recently, to ensure more responsiveness in the customer-seller relationship, the brand launched a prototype 'Les Extraordinaires AI Configurator', a virtual assistant for hyperpersonalising recommendations to the customer directly in the store (Bain & Company & Comit  Colbert, 2024). Among these technologies impacting the relationship of brands with customers, Hoyer et al. (2020) identify conversational AI. The emergence of voice assistants, thanks to their potential to interact with consumers throughout the customer journey (Zierau, 2023), has brought in its wake new opportunities such as Voice Marketing (Mari & Algesheimer, 2022). Voice marketing represents an opportunity for innovation for luxury brands, enabling them to differentiate themselves and remain competitive in an ever-changing market. This research focuses on voice assistant adoption models with a particular focus on their integration into the luxury sector. The intersection between technology and luxury offers fertile ground to explore new frontiers in customer experience and marketing innovation. Between tradition and innovation, the potential is huge, but so is the challenge, because luxury Houses do not want to lose their fundamentals of authenticity, exclusivity, selectivity and scarcity (Bain & Company & Comit  Colbert, 2024). This research therefore aims (1) to demonstrate how voice assistants impact interactions between luxury brands and their consumers (2) to offer insights and strategic perspectives specific to the luxury sector and (3) to enrich the existing literature on conversational AI and luxury digital marketing.

Doctoral Colloquium- Paper 2

Drivers of Trust in the Luxury Supply Chain: The Case of Luxury Food

Kateryna Merkulova, International University of Monaco, Monaco,
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This research examines trust within the luxury food supply chain, focusing on the French Riviera's high-end gastronomy sector, with an emphasis on sturgeon caviar. Trust in this context refers to confidence in a partner's ability to meet expectations, mitigate risks, and maintain consistent quality throughout the supply chain. In luxury products like caviar, trust safeguards both product quality and reputation, where errors can have significant consequences. The luxury food supply chain faces unique challenges impacting trust, such as fraud, adulteration, and contamination risks. Transparency and traceability are vital, as customers demand assurance regarding a product's origin, authenticity, and quality. Luxury foods symbolize social status, making trust even more crucial. Despite extensive research on business trust, studies specifically addressing trust within the luxury food sector between business partners along the supply chain are limited. This study addresses this gap by exploring trust dynamics in the luxury caviar supply chain, by answering the following research questions: • How is trust built along the luxury food supply chain? and • What factors influence trust, both positively and negatively? Utilizing qualitative research methods, the study conducted in-depth interviews with 27 stakeholders, including chefs, distributors, and producers involved in handling caviar. The interviews were mainly conducted with stakeholders in the French Riviera, because anthropological research highlights the cultural value of luxury foods like caviar, prized for their rarity and status, especially in prestigious culinary regions like the French Riviera. Thematic analysis of these interviews revealed several key insights: Consistent quality is essential, as chefs emphasized that even minor variations in taste or texture could harm their reputation, a concern shared by producers who noted that clients are less forgiving of inconsistencies. Transparency and traceability emerged as important foundations of trust, with stakeholders valuing certificates of authenticity and knowledge of the product's origin. Personal relationships also played a significant role, as long-term connections fostered reliability and confidence. A breach of trust, whether due to poor-quality products or unprofessional behavior, often led chefs to discontinue supplier relationships, while producers noted that packaging errors temporarily damaged trust, though prompt resolution could restore confidence. Many chefs and producers expressed a reluctance to engage new suppliers, preferring established relationships where trust was already built. Finally, while price was a factor, quality remained paramount, and chefs indicated they were willing to accept price increases if communicated transparently. The study contributes to academic literature by focusing on the underexplored area of trust drivers in the luxury food supply chain between B2B partners. Additionally, the preliminary findings of the study offer implications for managers in the luxury food industry. For suppliers, maintaining transparency about operations, sourcing practices, and product quality is critical for building trust with buyers.

Doctoral Colloquium – Paper 3

Harmony of Luxury and Sustainability: Exploring the ESD Framework in Corporate Social Responsibility

Misaki Funabiki, Graduate School of Frontier Sciences, The University of Tokyo, Japan, misaki-funabiki@g.ecc.u-tokyo.ac.jp

Brand loyalty reflects enduring consumer support and emotional bonds, enhancing brand value (Oliver, 1999; Kapferer, 2012; Hennigs et al., 2013)—AI and digitalization challenge luxury brands to preserve and redefine craftsmanship, rarity, creativity, and superiority. Social media increases information access and market volatility, making loyalty harder to sustain. Drawing on a decade of experience in sustainability strategies at a French luxury jewelry brand, this study addresses a research gap: prior studies (Kapferer & Michaut, 2015) emphasized traditional values, overlooking sustainability awareness and cultural background in loyalty formation. An integrated framework combining traditional values, sustainability awareness, and Japan-specific cultural factors was tested using Structural Equation Modeling (SEM). Through a joint research project with Forbes Japan and the University of Tokyo, we analyzed data from 43 high-income individuals with strong luxury brand loyalty. The results highlight "Attributes Valued in Luxury Products," where exceptional quality ($\beta = 0.81$) and exclusivity ($\beta = 0.78$) are critical to loyalty. Meanwhile, "Perception of Harmony Between Luxury and Sustainability" shows that sustainability concerns ($\beta = 0.51$) and belief in durability ($\beta = 0.73$) enhance ethical awareness and preference for longevity. Furthermore, SEM reveals significant latent variable relationships: sustainability perception positively influences brand loyalty ($\beta = 0.62$), suggesting consumers who view luxury as sustainable are likelier to exhibit strong loyalty. Additionally, valued luxury attributes directly impact sustainability perception ($\beta = 0.55$), indicating that high-quality, exclusive products reinforce the belief that luxury and sustainability coexist. Segmentation analysis identified distinct consumer behaviors: Jewelry and watch consumers prioritize tradition and emotional attachment, engaging in infrequent high-value transactions, whereas apparel consumers emphasize aesthetics and self-expression through frequent purchases. These findings underscore a strategic shift from product-centric approaches to experiential engagement, with CSR, sustainability, and AI-driven personalization as core pillars. Although limited by a small-scale Japanese sample, future research should adopt a larger multinational dataset and longitudinal analysis. This study provides concrete directions for creating new consumer value and emphasizes the need for expanded data collection and international comparisons, contributing to sustainable luxury brand strategies.

Doctoral Colloquium- Paper 5

Determinants of the decline in enrollment in sommellerie programs in France

Benjamin Lisimachio, Luiss Business School, benjamin.lisimachio@essec.edu

This paper aims to understand the causes behind the skills shortage in sommellerie professions, a field essential to French haute cuisine. In a post-pandemic context marked by a rapid recovery in tourism and an increased demand for qualified labor, the number of students enrolling in culinary programs is continuously declining, and sommellerie is no exception. To this end, we analyze enrollment figures in public institutions in sommellerie programs since 2021. The study highlights a progressive decline in enrollment numbers, notably linked to the closure of classes. The decrease is even more pronounced in historically wine-producing regions of France. The low percentage of female enrollees further reveals a marked gender imbalance in this male-dominated sector. Moreover, semi-structured interviews conducted with students reveal a disinterest in sommellerie programs, attributed to a lack of interest in wine (sometimes due to religious reasons) as well as the demanding memorization requirements inherent to this training. It also calls into question the very structure of sommellerie education, which, until now, can only be pursued after obtaining an initial culinary diploma—an education path that does not involve the same skill set as sommellerie. By better understanding the determinants of these shortages, this paper opens the door for the development of measures to enhance the appeal of the profession and anticipate the future needs of the sector.

Doctoral Colloquium- Paper 6

Compound Luxury Brand Authority: Expanding and Updating a Central Concept

Clara Lecerf, PHD Student and Marketing lecturer at ESCP Business School.

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Benjamin Voyer, Full Professor, Department of Entrepreneurship, at ESCP Business School.

Luca Visconti, Professor of Marketing at Università della Svizzera Italiana.

For the enduring success of luxury brands, scholars have acknowledged the pivotal role of creative directors' charismatic authority, a crucial intangible asset to reaffirm their exclusivity amidst increasing democratization risks. In today's hyperconnected environments, however, charismatic authority has become co-created in the marketplace. This shift questions the meaning and management of luxury brands' authority in times of more consensual and participated creativity. To navigate this intricate landscape, this research draws from marketing and philosophical research to theorize the concept of compound luxury brand authority, wherein charisma represents one of its many facets, among others such as expertise and tradition. In line with political philosophical research on authority, we acknowledge that (i) only a compounded form of authority can last over time and (ii) traditional hierarchical authority, based on craftsmanship, heritage, and charisma, has transitioned to a contemporary co-created form, where traditional drivers are coupled with compassion. Our novel concept helps unveil the fabric of today's authority as a process grounded in a mutual relationship fueled by reciprocal recognition, wherein luxury brands, their stakeholders, and audiences negotiate common goals. In that perspective, we argue that luxury brands' authority can emerge as a transformative force, yielding mutual benefits for both luxury brands and society.

Doctoral Colloquium- Paper 7

A Literature Review – Exploring Luxury Brand Extensions: Consumer Perceptions and Evaluations in the Makeup Product Category

Allison Hess (MBA Candidate at the University of Michigan; Incoming PhD Student at INSEAD), allyhess@umich.edu

A literature review of more than 120 articles revealed that the literature on luxury is extensive; however, it overemphasizes exclusivity as the defining characteristic of luxury.¹ As a result, it oversimplifies the related consumer-brand dynamics and fails to account for the fluidity of luxury, which has introduced new complexities, characteristics, and consumer expectations.^{2,3} Although there is substantial literature on non-luxury brand extensions, it fails to consider the unique context of luxury, the characteristics of luxury brands, and the resulting complexities, thus offering limited relevance to luxury brands. In addition, the literature on non-luxury brand extensions is primarily from the managerial perspective, thus offering minimal insight into the consumer perspective.^{4,5} In parallel, the literature on luxury brand extensions is primarily from the managerial perspective and often replicates findings from non-luxury contexts.⁶ This literature predominantly examines product line/vertical extensions^{7–9} and downward extensions,^{7,8} generally in the context of the fashion industry.^{10,10–12} The purpose of this literature review, therefore, is to explore luxury brand extensions. Specifically, it examines consumers' perceptions and evaluations of luxury brand extensions in the makeup product category and aims to provide a path for future research in the domain.

Doctoral Colloquium- Paper 8a

Digital innovation in the luxury sector: When can technology damage brand exclusivity and brand attractiveness?

David Wilhelm. david.wilhelm@unibw.de
Sandra Praxmarer-Carus
Philipp A. Rauschnabel
Bundeswehr University Munich (Germany)

Little is known about whether the positive effects of Augmented Reality (AR), e.g. virtual product try-ons, on relevant marketing constructs found for conventional brands can be transferred to luxury brands. This paper examines how and through which mechanisms AR, compared to a 3D presentation, affects the perceived attractiveness of a luxury brand. We consider two mediators, namely the hedonic benefits provided by AR and the perceived exclusivity of the luxury brand. Since potential negative effects of AR on perceived brand exclusivity are more likely to occur among consumers who are more dismissive of broader brand accessibility, we consider consumers' need for status as a moderating variable. Our experiment shows that hedonic benefits and reduced perceptions of exclusivity fully mediate the effects of AR on brand attractiveness. Among consumers with high or moderate status needs, AR reduces perceptions of exclusivity and negatively affects brand attractiveness. At the same time, the positive indirect effect of AR through hedonic benefits occurs only among consumers with low or moderate status needs. Thus, looking at consumers with high status needs, managers should use such applications with caution. We discuss our findings and implications and provide suggestions for future research.

Doctoral Colloquium- Paper 8b

Technology and consumer closeness: shaping the future of luxury

David Wilhelm. david.wilhelm@unibw.de
Sandra Praxmarer-Carus
Philipp A. Rauschnabel
Bundeswehr University Munich (Germany)

As luxury brands increasingly adopt Augmented Reality (AR), its potential to reshape consumer-brand relationships is becoming evident. While AR is known for enhancing engagement with conventional brands, its role in the luxury sector is less understood. This study explores how AR affects perceived physical and psychological closeness to luxury brands and how these perceptions influence purchase intention. Through experimental analysis, we find that AR enhances closeness to luxury brands, particularly among consumers with lower materialism. By reducing the emotional gap, AR allows luxury brands to connect with consumers who may have previously felt distant. Our findings highlight AR's ability to create new consumer connections for luxury brands, offering marketers insights into how digital innovation can foster deeper engagement.



Luxury: A Story of Heritage, Innovation, and Disruption in the AI Era