MONACO SYMPOSIUM ON LUXURY 2027

International University of Monaco – OMNES Education

7th Monaco Symposium on Luxury

Monaco, April 22–24, 2027

Luxury in the Age of Disruption:
Rethinking Value in a Changing World

Paper submission deadline: November 30, 2026

Conference Chairs

Pierre ***Valette-Florence,*** Mariateresa ***Torchia,*** Phil ***Klaus,*** Holger J. ***Schmidt,*** Felicitas ***Morhart***

Organizing Committee

Giovanni ***Baldi***, Barbara ***Buljat Raymond***, Antonella ***Cammarota***, Elizabeth ***Ghiandai Norman***, Cristoforo ***Losito,*** Ludivine ***Ravat,*** Edelawit ***Siri***

Event Information

The Monaco Symposium on Luxury has, over the years, become an internationally recognized platform bringing together leading scholars and industry experts working at the forefront of luxury research and practice.

For many years, the luxury sector has experienced extraordinary global growth, continuously reinventing itself while expanding far beyond its traditional boundaries. Today, however, luxury brands and organizations are operating in an environment marked by profound transformation. Technological acceleration, shifting consumer expectations, pressures from sustainable development goals, geopolitical uncertainty, new generations of consumers, and changing notions of identity and status are all redefining what luxury means and how value is created.

At the same time, scholarly interest in luxury has grown considerably across a wide range of perspectives related to marketing, management, strategy, entrepreneurship, innovation, sustainable development goals, family business, hospitality, culture, sociology, finance, and digital transformation (Morhart, Wilcox, Czellar 2020).

It is within this evolving context that the seventh edition of the biennial Monaco Symposium on Luxury is organized around the theme: ***"Luxury in the Age of Disruption: Rethinking Value in a Changing World***." Luxury today confronts a sharpened paradox: how to preserve aura, heritage, and exception while adapting to technological, social, and geopolitical ruptures that redefine value creation. The sector must reconcile artisanal slowness with algorithmic speed, material excellence with experiential elevation, cultural capital with carbon accountability, and exclusivity with the pressures of ubiquitous visibility. Recent dynamics—demand surges followed by normalization, polarization between hyper-luxury and "masstige," the ascent of resale and repair, and an omnichannel recomposition driven by clienteling, livestreams, and platform economies—reposition the boundaries of luxury across time (heritage versus novelty), space (flagships versus platforms), substance (object versus experience), and symbol (status versus meaning). Managerially, these shifts re-open foundational questions about how rarity is produced, signalled, and protected at scale in data-rich, always-on markets (Kapferer & Bastien, 2012; Kapferer & Valette-Florence, 2016). This perspective aligns with emerging work showing that technology contributes to luxury value only when embedded into coherent experience architectures that enhance emotional continuity, contextual relevance, and perceived service excellence rather than replacing human judgment (Klaus et al., 2026a).

This symposium invites contributors to explore three fundamental tensions:

- The first is the relationship between heritage and innovation, and how to translate craft, archives, and connoisseurship into contemporary interfaces and services without diluting identity. Research on authenticity shows that credible innovation often strengthens, rather than threatens, the perception of "realness," provided that firms link novelty to makerly traces, place, and narrative coherence (Beverland, 2006).
- Second is the tension between exclusivity and accessibility. As algorithms enable personalization on a large scale, firms must orchestrate scarcity through capacity constraints, limited releases, waiting lists, and private hospitality while managing perceptions of fairness and the effects of social amplification.
- Third is the tension between value and responsibility. Value now encompasses intangible assets, such as community, time, and trust, as well as measurable environmental and social performance. This requires new metrics that capture both symbolic desire and responsible impact.

Technology is a disruptor and a design space for new luxury practices. AI-assisted creation, predictive analytics, and augmented clienteling can increase desirability when used to protect brand identity, reduce cognitive overload, and maintain editorial control (Ko, Costello, & Taylor, 2019). Traceability stacks, which combine material science, digital identifiers, and blockchain, can transform provenance into an experiential feature that supports circular prestige, such as restoration, resale, and certified pre-owned items, rather than cannibalizing primary markets. This reframes ownership as stewardship of cultural goods (Kapferer & Bastien, 2012; Wiedmann et al., 2007). Concurrently, macro uncertainty and shifting elite geographies necessitate resilient sourcing, logistics aware of compliance, and narrative agility as brands navigate evolving social norms regarding display, discretion, and inclusion (Ko et al., 2019).

Disruption ultimately acts as a truth serum, exposing weakly grounded claims while rewarding brands that convert heritage into living capabilities, such as codified crafts, teachable aesthetics, and curated communities, which are capable of learning at the pace of culture. This symposium seeks rigorous theoretical and empirical work—qualitative, quantitative, and mixed methods—that integrates insights from marketing, strategy, innovation, sociology, finance, and cultural studies to advance our understanding of how luxury evolves in a changing world (Kapferer & Valette-Florence, 2016; Ko et al., 2019; Wiedmann et al., 2007). Recent luxury research further suggests that value increasingly emerges through integrated phygital customer experiences where emotional, relational, temporal, and symbolic dimensions interact across channels and moments of consumption (Klaus et al., 2026b).

Overall, The Symposium aims to create an open and stimulating dialogue space for international scholars and leading practitioners working across the luxury ecosystem. The ambition is not only to discuss how the luxury industry is changing but also to reflect on how organizations, brands, families, entrepreneurs, and institutions are redefining value in an increasingly complex world. A particular focus will also be placed on luxury dynasties-family-controlled luxury firms navigating the tension between heritage preservation and generational renewal-whose governance and succession dynamics shape brand identity across decades (Campa et al., 2020; Dinh et al., 2024).

The program includes academic sessions dedicated to research papers, as well as business-oriented sessions with executives, consultants, entrepreneurs, and industry experts.

The Symposium will also feature a dedicated Doctoral Colloquium, providing doctoral students with a supportive environment to present their research, receive constructive feedback from senior scholars, and engage with the broader academic community. Doctoral students are warmly encouraged to submit an extended abstract and participate in this dedicated session. Beyond the formal sessions, the symposium is designed to encourage genuine interaction and exchange in the friendly, collegial atmosphere that has always characterized the Monaco Symposium on Luxury.

To facilitate discussion and meaningful feedback, each academic paper will be allotted 30 minutes for presentation and conversation. This allows participants sufficient time to engage with ideas, challenge perspectives, and build connections across disciplines and between academia and practice.

MONACO SYMPOSIUM ON LUXURY 2027

In line with the Monaco Symposium on Luxury's longstanding commitment to fostering a rigorous yet collegial academic community, the Organizing Committee is working to secure publication opportunities in internationally recognized journals, including those ranked ABS 2 and above. Selected papers presented at the symposium may be considered for invited submissions, depending on the specific requirements and review processes of the respective journals. Further information regarding these opportunities will be communicated as discussions progress. To date, we have secured an agreement for a special issue of the Journal of Brand Management on luxury, linked to the symposium. We also aim to propose a more focused special issue on luxury in an age of disruption to an ABS-ranked journal.

The Monaco Symposium on Luxury has always aimed to cultivate an engaged and supportive scholarly environment characterized by constructive dialogue, intellectual openness, and meaningful feedback. In this spirit, all submitting authors and co-authors are expected to actively contribute to the Symposium's peer review process. As part of this commitment, each author and co-author will be expected to review at least two submissions in their area of expertise. We believe this contribution is essential to maintaining the Symposium's quality, developmental orientation, and scholarly integrity.

We welcome contributions from academics and practitioners of all disciplines who wish to explore the challenges, tensions, and opportunities emerging in the contemporary luxury landscape. Papers may address the following themes, among others:

Suggested Topics & Scope

- AI, Data & Brand Control
- Anti-Counterfeiting & Digital Trust
- Art, Culture & Digital Value
- Artificial intelligence and the future of luxury
- Authenticity & Brand Dilution
- Balancing tradition and innovation in luxury
- Brand communities and consumer engagement in luxury
- Brand personality, consumer personality, and media personality
- Celebrity endorsement, partnerships, and sponsorship
- Circular luxury, resale, and second-hand markets
- Contribution of technology to luxury goods and services
- Counterfeiting from both consumer and brand perspectives
- Crisis, resilience, and adaptation in luxury organizations
- Cross-cultural perspectives on luxury consumption and identity
- Data, analytics, and decision-making in luxury organizations
- Entrepreneurship and innovation in luxury industries
- Fashion and luxury
- Generativity, legacy, and continuity in luxury
- Geopolitical uncertainty and the future of luxury markets

- Hospitality and experiential luxury
- Hyper-luxury and new forms of exclusivity
- Immersive Heritage Experiences
- Innovation and disruption in luxury fashion
- Leadership and governance in luxury organizations
- Luxury and family business dynamics
- Luxury dynasties: succession, governance, and intergenerational brand stewardship
- Luxury and Sustainable Development Goal transitions
- Luxury and wellbeing
- Luxury communication: traditional media and digital innovation
- Luxury fashion in the digital age
- Luxury for different generations and age cohorts
- Luxury in emerging markets and global/local strategies
- Luxury pricing and value perception
- Luxury retail transformation and omnichannel experiences
- Luxury, art, culture, and creative industries
- Managing luxury fashion brands
- New concepts to better understand luxury consumers: psychology and social interactions
- New definitions and meanings of value in luxury contexts
- New Elites & Emerging Markets
- New modes of acquisition, access, and disposal for luxury products
- Premium vs. luxury, downward extensions, democratization, masstige
- Pricing & Perceived Value
- Real estate, mobility, and new luxury ecosystems
- Sensory luxury branding and immersive experiences
- Social media, influence, and luxury consumption
- Social responsibility and ethics in the luxury industry
- Sustainable luxury fashion
- Sustainable Materials & Design
- Talent management and creativity in luxury firms
- The future of craftsmanship and artisanal value
- The growing importance of experience and emotional value in luxury

Reviewing procedure

Papers must be submitted before November 30, 2026. The submission portal will open on **July 1, 2026**. Authors are invited to submit their manuscripts via EasyChair from that date onwards.

We call for original papers, written in English. Papers will be selected based on ***two double- blind reviews*** (from members of the Scientific Committee and from ad hoc reviewers). To support the quality and developmental nature of the review process, submitting authors and co-authors agree to participate as reviewers for the Symposium. Each submission carries an expectation that all contributing authors will complete at least two reviews in a timely and constructive manner. The Organizing Committee reserves the right to take reviewing participation into consideration when finalizing the scientific program. Authors will be notified **by 15th of January 2027 as to the acceptance of their** manuscripts.

Authors have three formats for submission to the Symposium:

- ***Extended abstract***, ***up to 10 pages***, plus a title page and abstract page: the first page will be reserved for the title, the name of the author(s) and the address (including e-mail); the second page will contain the title, a summary (200 words maximum) and key words. References and format will follow the *APA style*. The abstract should be double spaced (MS Word, A4 paper, 2.5 cm or 1 inch margin on all sides, Times, 12 points).
- ***Full paper, should not exceed 25 pages***, double spaced, including appendices, tables (within the text), and references (MS Word, A4 paper, 2.5 cm or 1 inch margin on all sides, Times, 12 points), not counting title and abstract pages. References and format will follow the *APA style*.
- ***Extended abstract***, ***up to 10 pages***, **(FOR DOCTORAL COLLOQUIUM ONLY)** plus a title page and abstract page: the first page will be reserved for the title, the name of the author(s) and the address (including e-mail); the second page will contain the title, a summary (200 words maximum) and key words. References and format will follow the *APA style*. The abstract should be double spaced (MS Word, A4 paper, 2.5 cm or 1 inch margin on all sides, Times, 12 points).

Submission through EasyChair only: All submissions must be made electronically via the EasyChair platform, naming your file as follows: full last name of the first author and an abbreviated title (e.g., name-title.docx). Authors are invited to submit their manuscripts by the stated deadline using the symposium's dedicated EasyChair submission link.

EasyChair submission link: **https://easychair.org/conferences/?conf=7msl**

The workflow for creating a new submission in EasyChair is as follows:

1. Create an EasyChair account (if you do not have one yet).
2. Follow the submission link from the conference website.
3. Log in to EasyChair.
4. Click on “New submission”.
5. Fill out the submission form and click “Submit”.

Authors keep the full copyright on their text. Since authors keep the copyright, they are free to submit their paper for publication in any journal of their choice.

Key dates

Submission portal opens	**July 1, 2026**
Deadline for paper submission	**November 30, 2026**
Notification to the authors	**by January 15, 2027**
Early bird online registration	**until February 27, 2027**
Final online registration	**March 25, 2027**

Registration Fees

Early Bird Registration (until February 27th, 2027): €680
Standard Registration (from February 28th, 2027): €790

The conference registration fee includes:

• Access to all academic sessions and symposium activities
• Participation in keynote sessions and round tables
• Conference materials
• Coffee breaks and lunches during the Symposium
• Welcome reception
• Gala dinner and networking events

Special registration conditions for IUM faculty, doctoral students, alumni, and selected partner institutions may be communicated separately.

Further practical information regarding accommodation options, transportation, and social activities will be made available on the Symposium website.

References

- Beverland, M. B. (2006). The ‘real thing’: Branding authenticity in the luxury wine trade. *Journal of Business Research*, 59(2), 251–258.
- Campa, D., Torchia, M., Marcheselli, C. R. C., & Sargenti, P. (2020). Founder succession and firm performance in the luxury industry. *Corporate Ownership & Control*, 17(2), 88–96. https://doi.org/10.22495/cocv17i2art8
- Dinh, E., Mühlbacher, H., & Torchia, M. (2024). Necessary perceptions of family values and luxury characteristics for brand luxuriousness: Evidence from luxury watch brands. *Journal of Brand Management*, 31(1), 58–78. https://doi.org/10.1057/s41262-023-00336-7
- Kapferer, J.-N., & Bastien, V. (2012). *The Luxury Strategy: Break the Rules of Marketing to Build Luxury* Brands (2nd ed.). London: Kogan Page.
- Kapferer, J.-N., & Valette-Florence, P. (2016). Beyond rarity: the paths of luxury desire. How luxury brands grow yet remain desirable. *Journal of Product & Brand Management*, 25(2), 120–133.
- Klaus, P., Manthiou, A., Luong, V. H., & Hickman, E. (2026a). Extending the TCQ framework: redesigning digital customer experience in high-end luxury service contexts. *Journal of Services Marketing*, 1-21.
- Klaus, P. P., Manthiou, A., Luong, V. H., Norman, E., Gornostaeva, G., & Otterbring, T. (2026b). The big five of phygital luxury experience (PH-LX): A transformative luxury research perspective. *Journal of Macromarketing*, 02761467261416743.
- Ko, E., Costello, J. P., & Taylor, C. R. (2019). What is a luxury brand? A new definition and review of the literature. *Journal of Business Research*, 99, 405–413.
- Kunz, J., May, S., & Schmidt, H. J. (2020). Sustainable luxury: Current status and perspectives for future research. *Business research*, 13(2), 541-601.
- Morhart, F, Wilcox, K., & Czellar, S. (2020). *Research Handbook on Luxury Branding*. Cheltenham: Edward Elgar.
- Wiedmann, K.-P., Hennigs, N., & Siebels, A. (2007). Measuring consumers’ luxury value perception: A cross-cultural framework. *Academy of Marketing Science Review*, 2007(7).
- Wiedmann, K.-P., Hennigs, N., & Siebels, A. (2009). Value-based segmentation of luxury consumption behavior. *Psychology & Marketing*, 26(7), 625–651