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Collana	Environmental Footprints and Eco-design of Products and Processes, , 2345-7651
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Nota di contenuto	Jewellery between Product and Experience: Luxury in the 21st Century -- Sustainable Luxury, Craftsmanship and Vicuna Poncho -- The Artification of Luxury: How Art can affect Perceived Durability and Purchase Intention of Luxury Products -- Luxury craftsmanship as an Alternative to Building Social Fabric and Preserving Ancestral Knowledge: a Look at Colombia -- Crafting Luxury with 'More-ish' Qualities at the YSL Museum: An Organic Approach.
Sommario/riassunto	This book explores the intricate relationship between luxury and craftsmanship, using brand-based case studies and consumer behavior to do so. In addition to revealing how the artification of luxury affects consumer behavior with branding and traditions, it discusses how sustainable luxury could not only offer a vehicle for more respect for the environment and social development, but could also be a metaphor for the cultures, art traditions, and innovations of various nationalities, continuing the legacy of local craftsmanship.

