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Nota di contenuto	Cover -- Guest editorial -- Assessing levers of guilt in luxury consumption: an international perspective -- What matters most to ultra-high-net-worth individuals? Exploring the UHNWI luxury customer experience (ULCX) -- New luxury: defining and evaluating emerging luxury trends through the lenses of consumption and personal values -- Is it love or just like? Generation Z's brand relationship with luxury -- Constructing generational identity through counterfeit luxury consumption -- Understanding the antecedents to luxury brand consumer behavior -- Conspicuous consumption of luxury experiences: an experimental investigation of status perceptions on social media -- The effect of perceived scarcity on strengthening the attitude-behavior relation for sustainable luxury products -- The impact of gender on the evaluation of vertical line extensions of luxury brands: a cross-national study -- Artification strategies to improve luxury perceptions: the role of adding an artist name -- Compromise pricing in luxury.