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Nota di contenuto	Chapter 1: Luxury Brands Evolution: An Overview of Industries and Markets Demetris Vrontis, Alkis Thrassou, Emmanouela Kokkinopoulou, and Leonidas Efthymiou -- Chapter 2: Sustainable Marketing Activities and Brand Defense in the Greek Luxury Market: Exploring a Sequential Mediation Model through Brand Trust and Brand Engagement Paraskevi (Evi) Dekoulou, Kyriakos Riskos and Ioanna Papasolomou -- Chapter 3: Business Models Transformation in Luxury Clothes Companies Under Uncertainty Anna S. Zotova, Alexandra A. Chudaeva and Irina A. Svetkina -- Chapter 4: Could Fashion Influencers Be Masstige Brands? Paula Rodrigues and Ana Pinto Borges -- Chapter 5: Luxury Meets Affordability: The Strategic Co-Branding of Swatch with Omega and Blancpain Nikola Draškovi -- Chapter 6: Luxury Branding in Sport: The

Evolution of Louis Vuitton's America's Cup Sponsorship Mario Nicolliello
-- Chapter 7: The Synergy Between Luxury Fashion Brands and Slow Fashion Through the Eyes of Gen Z Consumers: A Study of Two European Countries Ioanna Papasolomou, Jana Brenkusová and Jana Turínková -- Chapter 8: Consumer Buying Behavior Through the Lens of Luxury Brands Valentina Iuliana Diaconu-Cerceloiu and Mdlin Lucian Cerceloiu -- Chapter 9: The Hybrid Identity of Second-Hand Luxury: A Semiotic Approach Ichraf Dimassi and Fatma Smaoui -- Chapter 10: Luxury Brand Evolution and Growth in India Ambika Kulshrestha, Sandeep Kulshrestha, Leonidas Efthymiou and Meliz Bozat -- Chapter 11: Luxury Experience Purchasing Patterns: Understanding Consumer Behavior Towards Established Luxury Brands in Jordan Marcos Komodromos, Jusuf Zeqiri, Andreas N. Masouras and Sofia Anastasiadou -- Chapter 12: Luxury Brands or Not? Customer Engagement on e-Marketplace Conversation in Thailand Mathupayas Thongmak -- Chapter 13: Luxury on Rent: The Rising Trend Among Millennials and Gen Z in India Sabeeha Fatma.

Sommario/riassunto

This book delves into the multifaceted realm of luxury, shedding light on the pivotal transformations across industries and markets. Set against the backdrop of an increasingly complex and dynamic landscape, chapters explore how luxury brands rise to the challenges of globalization, emerging markets, the rise of digital technology, and advanced manufacturing techniques. Moreover, authors explore the increasing pressure the industry faces to address societal issues such as sustainability, ethical labour practices, and diversity and inclusion. Part of a two-volume collection, Volume 1 focuses on how luxury brands adapt to changing market conditions. It identifies and predicts changes in the industry, consumer behaviour, strategy and business models; and covers luxury brand evolution, trust and engagement, fashion influencers, slow and second-hand fashion, and e-marketing, to name a few. The second volume focuses on the contextual evolution of luxury brands, including the impact on the social and economic wellbeing of society. Alkis Thrassou is Director of Gnosis Mediterranean Institute for Management Science and a Professor of Strategic Marketing at the University of Nicosia, Cyprus (EU). Demetris Vrontis is the Vice Rector for Faculty and Research and a Professor of Strategic Management at the University of Nicosia, Cyprus (EU). Leonidas Efthymiou is Associate Professor in the School of Business, at the University of Nicosia, Cyprus (EU). Yaakov Weber is President of the EuroMed Academy of Business and Director of the School of Business Research Center, College of Management Academic Studies, Rishon LeTsiyon, Israel . S. M. Riad Shams is Head of the PhD programme and Assistant Professor at the Newcastle Business School, Northumbria University, UK. Evangelos Tsoukatos is Vice President at the EuroMed Research Business Institute, Nicosia, Cyprus.
