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Nota di contenuto	Chapter 1: Luxury Brands Evolution: An Overview of Society, Technology and Context Demetirs Vrontis, Alkis Thrassou, Naziyet Uzunboylyu, and Leonidas Efthymiou -- Chapter 2: The Impact of Generation Z on the Luxury Market: Rethinking the Status and Values of Luxury for the New Generation of Consumers Daria Batamirova and Alkis Thrassou -- Chapter 3: An Innovative Circular Business Model for the Luxury Fashion Industry Marcos Komodromos, Jinju Heo, Tatiana Harkiolakis and Daphe Halkias -- Chapter 4: Can Luxury Brands Coexist in Harmony with Art, Technology and Immersive Storytelling to Reach Sublime Emotions? Angelos Vouldis and Maria Christoforou -- Chapter 5: Motives Towards Luxury Consumption during Crisis in the Context of Individualistic and Collectivist Cultures Mirna El Shayeb, Sara

El-Deeb, and Raghda El Ebrashi -- Chapter 6: Is There a Place for Luxury During Wartime? Insights from the Ukrainian Luxury Watch Market Nataliia Kochkina. Michela Floris and Borys Kharchenko -- Chapter 7: Virtual Couture: Exploring the Integration of NFTs in Luxury Fashion Brands Nikola Draškovi, Vanja Šebek, and Mario Fraculj -- Chapter 8: Luxury Brands Navigating the Digital Ecosystem: A Systematic Literature Review Isabel Barbosa, and João F. Proença -- Chapter 9: Exploring the Upsurge in Luxury Real Estate: Factors and Challenges Ruchika Jeswal, Leonidas Efthymiou, and Meliz Bozat -- Chapter 10: Luxury from Unexpected Needles: The Rise of Niche Knitwear Brands from Unconventional Markets Roxana Voicu-Dorobanu, Valentin Cojanu, and Ana Barbara Bobirc -- Chapter 11: Smart Luxury: Exploring Portuguese Guests' Technology Preferences in High-End Hotels Ana Brochado and Afonso Mendes Chapter 12: Luxury Fashion and Sustainability: Digital Narratives, Greenwashing, and Consumer Engagement Yioula Melanthiou and Maria C. Voutsas.

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. This second part of a two-volume collection focuses on the context of luxury brands, including the impact and evolution of their social, cultural and technological aspects. It delves into transformational changes shaping luxury brands' business evolution, including generational attitudes, circular business models, art and emotions, and consumption under war and crises. Particular emphasis is given to sustainable and innovative practices, such as technology applications, virtual couture, digital ecosystems and smart luxury. The first volume focuses on how luxury brands adapt to shifting market conditions, identifying and predicting changes in the industry, consumer behaviour, strategy and business models. 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.
