
Introduction

Michel Phan

EMLYON Business School Asian Campus,
2F, Global Education Center,
Office No 206 East China Normal University,
N°3663 Zhong Shan North Road, 200062 Shanghai, China
Email: phan@em-lyon.com

Biographical notes: Michel Phan is the Editor-in-Chief of *Luxury Research Journal* since 2014. He is also an Associate Professor of Luxury Marketing and the Director of MSc in Luxury Management and Marketing Program at EMLYON Business School. He has an extensive academic and professional experience in the luxury industry, both in France and in Asia. He was formerly an LVMH-Chaired Professor of Marketing at the ESSEC Business School in Paris. He has also written numerous case studies about luxury brands, products and services. He is also a regular speaker at many international academic and professional conferences on luxury, and at many universities in Asia.

In the selection for publication in the inaugural issue of *Luxury Research Journal (LRJ)*, experts in the field of luxury research were invited to submit their latest work for evaluation and review. Five papers were selected for publication in this first issue of *LRJ*. These papers address five very important topics related to global luxury industry today and tomorrow.

In the first article, authors Jean-Noël Kapferer and Anne Michaut address the issues of whether sustainability considerations were compatible with luxury. Using a survey method, the authors argue that sustainability is not always a consideration when consumers purchase luxury, and it is even less so when the goods are expected to be of exceptional quality. The findings seem to go against the general notion that consumers would be more and more concerned by sustainability in an environment where natural resources are becoming scarce.

In the second paper, authors Ashok Som and Naja Pape examine empirically the issues of brand and product line extensions in the luxury sector. They use an explorative semi-structured interview technique to uncover the success factors of brand and product extensions. The findings reveal five important factors, such as brand or product extensions should add value to consumers with some originality, or they should stay at the level of the original brand regarding price, quality, style and image.

In the third paper, authors Michael Chattalas and Paurav Shukla propose a measurement model that evaluates the impact of value perceptions on luxury purchase intentions. They also used a survey method, with samples from the UK and USA, to test their model. The findings show that “while functional value perceptions drive luxury consumption purchase intentions across both nations, social value has a significant contribution only among US consumers and personal value perceptions only in the UK” (p.1). This paper provides an interesting comparison between two seemingly similar cultures with contrasting results when it comes to value perceptions of luxury.

In the fourth paper, authors Nadine Hennigs, Klaus-Peter Wiedmann, Christiane Klarmann, Stefan Behrens, Jaehee Jung and Choon Sup Hwang examine factors that impact trade-offs between counterfeit and genuine luxury product consumption. They employ an empirical method to collect data from South Korea and Germany and the findings show a “significant impact of psychological and context-related antecedents on counterfeit perception and counterfeit shopping behaviour” (p.1).

In the final paper, authors Benjamin Berghaus, Chiara Bossard and Laure-Line Baehni collect opinions from a series of luxury executives who shared their strategic foresight about managing luxury brands in an ever-changing and evolving environment. They identify five main factors:

- 1 self-reliance
- 2 agility
- 3 proximity in customer relationship
- 4 innovation
- 5 competitive environment.

These findings open up new research perspectives for future projects.

This inaugural issue of *Luxury Research Journal* is a testimony of increasing interests among academics worldwide to carry out research about luxury. On behalf of the Editorial Board and all the reviewers, I would like to thank all the authors for their contributions to this first issue of *LRJ* and I hope we will see more of their works in the future issues. Finally, I would like to thank Inderscience Publishers for their engagement and commitment to develop a new academic journal dedicated to luxury.