
Introduction

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This article introduces the five papers selected for the second issue of *Luxury Research Journal*. These papers represent some of the latest issues in the global luxury industry. I am particularly thankful to all these well-established researchers who submitted their most recent works to the second issue of *LRJ*. I would like also to thank all the reviewers who did an amazing job in commenting and recommending improvements in those papers.

In the first article, authors Ian Phau and Min Teah evaluate the influence of brand mimicry on perception of luxury and product evaluation of mimic brands. They also postulate that brand familiarity is a mediator between perception of luxury and product evaluation. They found that mimicry influences perception of luxury and product evaluation of the mimic brand. Brand familiarity towards the mimic brand is also found to have significant influence on perception of luxury and product evaluation of the mimic brand.

In the second paper, authors Jean-Noël Kapferer and Pierre Valette-Florence examine empirically and cross-culturally the relationship between luxury and the dream factor of brands. More than 3,200 real luxury buyers, from six countries, participated in interviews about 60 luxury brands. The results reveal a strong correlation between luxury perceptions and the dream value of brands, across all countries. Yet, despite being categorised as luxury representatives, many brands are not endowed with as much dream value as might be expected. Being perceived as a luxury product is not sufficient to evoke dreams and boost brand desirability.

In the third paper, authors Kumagai and Nagasawa connect social self-congruity with brand attitudes. Their study assesses the effects of social self-congruity on consumer brand attitudes based on brands' luxuriousness levels and the characteristics of consumers' purchase involvement. Their study was carried out with ten leading luxury and non-luxury apparel brands in Japan. Brand user imagery and social psychological factors' influences were analysed using self-congruity theory. The structural equation results suggested that ideal social self-congruity affects luxury brand attitudes more strongly than non-luxury ones. Consumers are relatively more concerned about their social ideal impressions when they form luxury brand attitudes. The congruity between brand user imagery and actual self-concept negatively impacted on luxury brand attitudes, suggesting that one of the functions of luxury brands is to lead consumers to forget their actual lifestyles.

In the fourth paper, authors Nadine Hennigs and Thomas Kilian examine the relationship between consumer vanity and luxury consumption in a cross-cultural comparison. Based on a conceptual model that links the multidimensional constructs of consumer vanity and luxury consumption, they drew a sample from an individualistic country (Germany, $n = 244$) and a collectivist country (Poland, $n = 333$). Their study's results support the predicted relationships between consumer vanity and luxury consumption in both cultures. In addition, the results show that culture has an impact on the relationship between consumer vanity and luxury consumption and their drivers.

In the final paper, authors Klaus Heine, Michel Phan and Glyn Atwal share their point of view that, while some centuries-old wineries are amongst the oldest brands in the world, they must keep some important marketing insights that have made them successful for hundreds of years. Therefore, learning from the success of this oldest luxury product category may help luxury fashion brands to adapt to today's challenges and future trends. Their paper suggests that there exist two essential characteristics that luxury brands must fulfil to at least some extent: authenticity and prestige. While the luxury wine segment provides guidance on developing authenticity – the winemaker's benchmark, the champagne segment provides guidance on creating prestige for the masses – the champagne benchmark.

Based on the diverse and yet all pertinent topics, this second issue of *Luxury Research Journal* is again a testimony that academics and practitioners still have many issues to explore in the luxury domain. On behalf of the editorial board and all the reviewers, I would like to thank all the authors for their contributions to this second 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 continued engagement and commitment to develop a new academic journal dedicated to luxury.