

3rd International Society for Luxury Management (ISLUX) Meeting

EDC Paris Business School, OCRE Research Laboratory
March 5, 2026 - Paris La Défense, Puteaux, France

**Conference Theme - Luxury Branding at the
Crossroads: Heritage, Innovation, and Hype**

CALL FOR EXTENDED ABSTRACTS

While the notion of luxury primarily represents the idea of tradition, heritage, and conservatism (Dion and Borraz, 2015), the luxury industry is not immune to social, economic, environmental, technological, or competitive changes and dynamics (Eckhart and Bardhi, 2020). Among other things, this means that luxury brands must adapt to increasing customer demands for changes and societal pressures (Dubois et al., 2021). The focus on sustainability, for example, has forced luxury brands to rethink many aspects of their standard business practices, such as burning overstock (Lee Park et al., 2021). In particular, questions surrounding the use of raw materials of animal origin (i.e., leather or fur) have been growing, with the expansion of the vegan movement raising important questions about the ethicality of manufacturing practices of luxury brands (Lee Park and Fracarolli Nunes, 2024). In response to these challenging situations, many established names, such as French Hermès and Italian Gucci, have been innovating their business models, with initiatives ranging from the simple inclusion of vegan options in their product lines (Klerk, 2023) to the creation of parallel brands based on the reuse of unused raw materials and production waste (e.g., Petit H by Hermès, Hermès, 2024).

KEY INFORMATION

Important dates -

- Abstracts submission: 10 December 2025
- Notification of acceptance: 10 January 2026
- Registration until: 10 February 2026
- Conference date: 5 March 2026

Registration -

- Regular fee: 140 €
- Ph.D. student fee: 95 €

* The fee covers participation, materials, plus all coffee break refreshments and lunch

Distinguished Keynote Speaker -

Prof. Dr. Jacqueline K. Eastman
Alico Eminent Scholar & Professor of Marketing
Lutgert College of Business
Florida Gulf Coast University, USA
co-Editor in Chief, Journal of Consumer Behaviour

Opportunities for publication -

Special Session on the Call for Papers - Journal of Marketing Management - "Blending New and Old Frontiers in Luxury Branding: Managing trends, heritage, tradition, and hype"

See the full CfP here -

www.jmmnews.com/luxury-branding/

✉ GET IN TOUCH WITH ISLUX

Camila Lee Park, Ph.D. - Associate Professor, EDC PBS, OCRE, Sup de Luxe, France - cleepark@edcparis.edu

Mauro Fracarolli Nunes, Ph.D. - Associate Professor, EDC PBS, OCRE, Sup de Luxe, France - mfracarollinunes@edcparis.edu

Hyunju Shin, Ph.D. - Associate Professor, Kennesaw State University, USA - hshin13@kennesaw.edu

3rd ISLUX Meeting

EDC Paris Business School, OCRE Research Laboratory

March 5, 2026 - Paris La Défense, Puteaux, France

CALL FOR EXTENDED ABSTRACTS

Moreover, rapidly emerging new technologies, including artificial intelligence (AI), immersive technologies (e.g., augmented reality, virtual reality, metaverse, 3D technology), blockchain technology, and non-fungible tokens (NFTs), have reshaped the commercial and cultural landscapes and offered many opportunities and challenges for luxury brands (Javornik et al., 2021; Li and Shin, 2023; Sung et al., 2023). For instance, luxury brands proactively leverage AI to enrich customer experiences of their offerings. Even if AI can enhance the operational efficiency of luxury brand management, initial evidence suggests that its application in communication can undermine the core brand perception in terms of the high brand status due to what is expected of the luxury brands in the minds of the luxury consumers (Li and Shin, 2023). This effect was attenuated for the masstige brands (e.g., Coach and Armani Exchange) as opposed to traditional luxury brands (e.g., Prada and Gucci). As the transition to advanced technologies continues to expand, it is increasingly important for luxury brands to adapt and utilise sophisticated technologies to excel in extremely competitive environments by offering exceptional luxury experiences.

In light of these recent developments, one can naturally expect growing tension between the luxury brands' structural resistance to change (i.e., conservatism) and the growing need for adapting new practices, even those common in the realm of non-luxury brands, such as a brand extension, collaborations with other brands, and an expansion into the international markets, amongst others. This conference focuses on the contradictions and challenges faced by luxury brands in managing their brands in a world of constant transition. More specifically, we plan to address the dilemmas luxury brands face in keepsaking their brand's heritage, while responding to consumer demands for changes in business practices. The increased pressure for profit maximisation may also push luxury brand managers to the limit to adopt approaches commonly adopted by non-luxury brands for expansion, such as a brand extension, collaborations with other brands, and an expansion into the international markets, amongst others.



GET IN TOUCH WITH ISLUX

Camila Lee Park, Ph.D. - Associate Professor, EDC PBS, OCRE, Sup de Luxe, France - cleepark@edcparis.edu

Mauro Fracaroli Nunes, Ph.D. - Associate Professor, EDC PBS, OCRE, Sup de Luxe, France - mfracarollinunes@edcparis.edu

Hyunju Shin, Ph.D. - Associate Professor, Kennesaw State University, USA - hshin13@kennesaw.edu

3rd ISLUX Meeting

EDC Paris Business School, OCRE Research Laboratory

March 5, 2026 - Paris La Défense, Puteaux, France

CALL FOR EXTENDED ABSTRACTS

Seeking to offer new horizons on the management of luxury brands in the context of various pressures for change, the 3rd International Society for Luxury Management (ISLUX) Meeting will welcome contributions around the theme of “Luxury Branding at the Crossroads: Heritage, Innovation, and Hype”. We invite submissions of extended abstracts (maximum 500 words)* focused on this topic. The complexity of the matter demands an interdisciplinary perspective, with literature rooted in various research domains (e.g., Strategic Management, Marketing, Operations and Supply Chain Management, Information Science, Organisational Studies, and Sustainable Management). Topics of interest include but are not limited to –

- Benefits and risks of making structural changes in conventional luxury business practices
- Strategies for managing luxury brand crises and building brand resilience
- Unexpected outcomes of violating customer expectations in managing luxury brands
- Integration of AI into luxury brand management
- Leveraging luxury service experience through augmented reality and metaverse
- The impact of technology-driven innovation on luxury brands
- Implications of digital disruption on luxury brands
- Brand impact of luxury product innovations
- Customer adoption of and resistance to alternative (e.g., vegan leather), recycled, or next-generation materials (e.g., biomaterials) in luxury product design
- Establishing new metrics to capture the performance of luxury innovation
- The challenges and opportunities for luxury innovation

* Submissions should be sent to cleepark@edcparis.edu. Make sure to send two separate files - one extended abstract with author(s)' information, and a second anonymised version for double-blind peer review

GET IN TOUCH WITH ISLUX

Camila Lee Park, Ph.D. - Associate Professor, EDC PBS, OCRE, Sup de Luxe, France - cleepark@edcparis.edu

Mauro Fracaroli Nunes, Ph.D. - Associate Professor, EDC PBS, OCRE, Sup de Luxe, France - mfracarollinunes@edcparis.edu

Hyunju Shin, Ph.D. - Associate Professor, Kennesaw State University, USA - hshin13@kennesaw.edu

3rd ISLUX Meeting

EDC Paris Business School, OCRE Research Laboratory
March 5, 2026 - Paris La Défense, Puteaux, France

CALL FOR EXTENDED ABSTRACTS

References

- Dion, D. and Borraz, S. (2015). Managing heritage brands: A study of the sacralisation of heritage stores in the luxury industry. *Journal of Retailing and Consumer Services*, Vol.22, pp.77-84.
- Dubois, D., Jung, S. and Ordabayeva, N. (2021). The psychology of luxury consumption. *Current Opinion in Psychology*, Vol.39, pp.82-87.
- Eckhardt, G.M. and Bardhi, F. (2020). New dynamics of social status and distinction. *Marketing Theory*, Vol.20, n.1, pp.85-102.
- Javornik, A., Duffy, K., Rokka, J., Scholz, J., Nobbs, K., Motala, A. and Goldenberg, A. (2021). Strategic approaches to augmented reality deployment by luxury brands. *Journal of Business Research*, Vol.136, pp.284-292.
- Klerk, A. (2023). "Gucci launches vegan Horsebit handbags". *Harper's Bazaar*, December 13, available at <https://www.harpersbazaar.com/uk/fashion/fashion-news/a45683460/gucci-vegan-bags/>
- Hermès (2024). "Petit H", available at <https://www.hermes.com/fr/fr/category/petit-h/#/>
- Lee Park, C., Fracarolli Nunes, M. and Paiva, E. L. (2021). (Mis) managing overstock in luxury: Burning inventory and brand trust to the ground. *Journal of Consumer Behaviour*, Vol.20, No.6, pp.1664-1674.
- Lee Park, C. and Fracarolli Nunes, M. (2024). Vegan luxury for non-vegan consumers: Impacts on brand trust and attitude towards the firm. *Journal of Retailing and Consumer Services*, Vol.77, o.103669.
- Li, Y. and Shin, H. (2023). Should a luxury Brand's Chatbot use emoticons? Impact on brand status. *Journal of Consumer Behaviour*, Vol.22, no.3, pp.569-581.
- Sung, E., Kwon, O. and Sohn, K. (2023). NFT luxury brand marketing in the metaverse: Leveraging blockchain-certified NFTs to drive consumer behavior. *Psychology & Marketing*, Vol.40, no.11, pp.2306-2325.



GET IN TOUCH WITH ISLUX

Camila Lee Park, Ph.D. - Associate Professor, EDC PBS, OCRE, Sup de Luxe, France - cleepark@edcparis.edu

Mauro Fracarolli Nunes, Ph.D. - Associate Professor, EDC PBS, OCRE, Sup de Luxe, France - mfracarollinunes@edcparis.edu

Hyunju Shin, Ph.D. - Associate Professor, Kennesaw State University, USA - hshin13@kennesaw.edu

3rd ISLUX Meeting

EDC Paris Business School, OCRE Research Laboratory

March 5, 2026 - Paris La Défense, Puteaux, France

CONFERENCE CO-CHAIRS

Camila Lee Park, Ph.D.

Associate Professor, EDC Paris Business School and Sup de Luxe, France

Mauro Fracarolli Nunes, Ph.D.

Associate Professor, EDC Paris Business School and Sup de Luxe, France

Hyunju Shin, Ph.D.

Associate Professor, Kennesaw State University, USA

CONFERENCE SCIENTIFIC COMMITTEE

Camila Lee Park, Ph.D., EDC Paris Business School, OCRE Research Laboratory, Sup de Luxe, France

Mauro Fracarolli Nunes, Ph.D., EDC Paris Business School, OCRE Research Laboratory, Sup de Luxe, France

Hyunju Shin, Ph.D., Kennesaw State University, USA

Jacqueline K. Eastman, Florida Gulf Coast University, USA

Glyn Atwal, Ph.D., Burgundy School of Business, France

Galina Kondrateva, Ph.D., EDC Paris Business School, OCRE Research Laboratory, France

Lam Luong, Ph.D., EDC Paris Business School, OCRE Research Laboratory, France

Daouda Coulibaly, Ph.D., EDC Paris Business School, OCRE Research Laboratory, France

Hiba Zielinski, Ph.D., Sup de Luxe, France

CONFERENCE ORGANISATION COMMITTEE

Camila Lee Park, Ph.D., EDC Paris Business School, OCRE Research Laboratory, Sup de Luxe, France

Mauro Fracarolli Nunes, Ph.D., EDC Paris Business School, OCRE Research Laboratory, Sup de Luxe, France

Hyunju Shin, Ph.D., Kennesaw State University, USA

Delphine Dagnon, EDC Paris Business School, OCRE Research Laboratory, France

Galina Kondrateva, Ph.D., EDC Paris Business School, OCRE Research Laboratory, France

Lam Luong, Ph.D., EDC Paris Business School, OCRE Research Laboratory, France

Daouda Coulibaly, Ph.D., EDC Paris Business School, OCRE Research Laboratory, France



GET IN TOUCH WITH ISLUX

Camila Lee Park, Ph.D. - Associate Professor, EDC PBS, OCRE, Sup de Luxe, France - cleepark@edcparis.edu

Mauro Fracarolli Nunes, Ph.D. - Associate Professor, EDC PBS, OCRE, Sup de Luxe, France - mfracarollinunes@edcparis.edu

Hyunju Shin, Ph.D. - Associate Professor, Kennesaw State University, USA - hshin13@kennesaw.edu