4th International Society for Luxury Management (ISLUX) Meeting

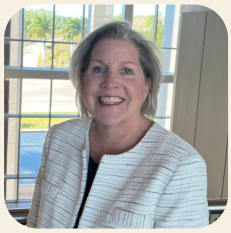
islux

📍 EDC Paris Business School, OCRE Research Laboratory
📅 4 and 5 March, 2027 - Paris La Défense, Puteaux, France
✏️ Conference theme -
"Tomorrow's luxury today: What is shaping the future of luxury?"

EDC PARIS BUSINESS SCHOOL

OCRE RESEARCH LABORATORY

Distinguished Keynote Speaker
Professor Ian PHAU, Ph.D.
John Curtin Distinguished Professor,
School of Management and Marketing, Curtin University, Australia
co-Editor in Chief, Asia Pacific Journal of Marketing and Logistics



Featured Research Speaker
Professor Jacqueline K. EASTMAN, Ph.D.
Alico Eminent Scholar & Professor of Marketing
Lutgert College of Business, Florida Gulf Coast University, USA
co-Editor in Chief, Journal of Consumer Behaviour (2020-2025)

Plenary Session, Industry Speaker
Dusica LEHMANN, Ph.D.
Luxury Strategist & Researcher, Switzerland

Plenary Session, Industry Speaker
M Vincent DECOOPMAN, MBA
Global Sales Director, Christofle
Commercial Director, Cartier (2003-2023)

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KEY INFORMATION

Important dates -
Abstracts submission: 10 December 2026
Notification of acceptance: 10 January 2027
Registration until: 10 February 2027
Conference dates: 4-5 March 2027

Registration -
Regular fee: 335 €
Ph.D. student fee: 225 €
* The fee covers participation, materials, all coffee break refreshments, lunch, networking cocktail reception, and conference gala dinner

With the support of the *Asia Pacific Journal of Marketing and Logistics*

Special Meet the Editors Session - Publishing Research on Luxury
Ian Phau, Co-Editor-in-Chief, *Asia Pacific Journal of Marketing and Logistics*
Varsha Jain, co-Editor-in-Chief, *Journal of Consumer Behaviour*

Call for Extended Abstracts

Intrinsically linked to tradition and conservatism (Chandon *et al.*, 2016), luxury often seems to hover above the ordinary world, ignoring trends and following its own internal dynamic (Fracarolli Nunes and Lee Park, 2026). This apparent immunity to the forces affecting everything else fosters an image of superiority, as if the passage of time were a negligible detail. It is worth noting that, since antiquity, the triumph over time (i.e., immortality) has been the defining distinction between gods and human beings (Vernant, 1995). By positioning themselves as detached from tendencies, luxury brands seek to assume a god-like quality, offering those willing to pay the price a passport to a sort of "social Olympus". Thus, flesh-and-blood consumers can experience the sensation of rising above the vulgar, the ordinary, or the banal, a possibility that largely justifies the status and high prices associated with luxury products and services (Balabanis and Stathopoulou, 2021; Dubois *et al.*, 2021). The success of this mechanism fosters inertia, as the more brands disregard change and shifting *zeitgeists*, the more they solidify their position.

Nevertheless, the profound economic, technological, and social changes observed in recent decades have challenged the status quo, with arising pressures from these new realities requiring luxury players to fundamentally reflect on the need for adaptations, changes, and repositioning (Shukla et al., 2025; Yu and He, 2026). Historical and contemporary examples of controversial decisions in this regard underscore the significance of the issue. Back in the 1970s, the high-end watchmaking industry faced the arrival of quartz mechanisms, prompting brands such as Patek Philippe, IWC, Longines, Omega, and Rolex to adopt the new technology (Bernardo, 2025). This abrupt shift raised doubts about the viability of traditional mechanical movements, and plunged the entire Swiss watchmaking sector into severe difficulty (Cacciola, 2024). Not by chance, the violent imminent disruption threat faces by then solid luxury companies came to be known as the Quartz Crisis (Oakley, 2015).

A similar path has been observed in the luxury and high-performance automotive industry, where the advent of electric engines has precipitated controversial changes for traditional brands like Ferrari. In June 2026, the automaker launched its first fully electric model, drawing heavy criticism for a decision that a significant portion of its audience viewed as an affront to its identity (Chia, 2026). These cases illustrate some of the risks arising from both shifting contexts and attempts to adapt. Beyond issues related to new industrial technologies, the situation is further complicated by factors such as consolidation of new markets (e.g., China, India), the contemporary debate on sustainability (Eastman *et al.*, 2021), and the introduction of artificial intelligence (Eastman and Aboulnasr, 2026; Li and Shin, 2023). Complexity also comes from the intricacy of global value chains (Merlo, 2017), consumer interest in new materials (e.g., vegan leather, Lee Park and Fracarolli Nunes, 2024) and recycled inputs (Lee Park *et al.*, 2026), and the current geopolitical realignment driven by the imposition of tariffs, which is rapidly altering the geography of global trade (Warby and Bailey, 2025). Shifts in personal values and consumer tastes add further uncertainty to this scene (Atkinson and Kang, 2022). Likewise, understanding how consumers develop attachment to luxury brands has become increasingly important in an environment characterised by evolving identities and changing expectations (Shimul and Phau, 2022). The growing preference for experiences over product ownership is redefining the nature of brand interactions (Gupta *et al.*, 2023; Batat, 2019). These and other issues could challenge fundamental luxury strategies, potentially even threatening luxury companies' long-term organisational health.

Despite the significance of this landscape, the actual influence of the factors driving change remains relatively unclear (Arantes and Barbosa Costa, 2025; Welté et al., 2022). It is unknown, for instance, how luxury brands monitor environmental changes, nor how they evaluate or interpret them. Likewise, the impact of these factors on

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strategic planning, decision-making processes, new product development, and brand interaction with audiences (i.e., communication) does not appear to be adequately understood or documented. Given its significance, the conflict between the sometimes static nature of luxury and the various pressures for change urgently requires a better understanding. Aiming to advance in this direction, the fourth edition of the ISLUX Meetings will bring together researchers, professionals, and luxury enthusiasts for a holistic and multidisciplinary debate on the subject. We invite all interested parties to submit their academic work and share their perspectives, with conceptual and empirical studies being equally welcome. Far from being exhaustive, the topics below outline some of the main areas of interest (but not limited to) –

- How luxury brands preserve their identity in volatile environments
- What are the key factors that will shape the future of luxury?
- How can social dynamics be monitored by luxury companies? What capabilities are involved?
- The strategic value of understanding drivers of change in luxury (i.e., the potential to generate sustained competitive advantage)
- The impact of changes on consumer perception
- The process by which luxury brands identify and map trends
- What is unique to luxury and what does it share with other industries regarding strategic adaptation
- The risks of adapting versus not adapting
- Dilemmas and contradictions involved in incorporating social demands
- The role of organisational culture in formulating change strategies

* Submissions of extended abstracts (maximum 1,000 words, references and tables included) should be submitted via the ISLUX submission portal (**voilaislux.org/submit-islux2027**).
All submissions must be anonymised for double-blind peer review. Author(s) information should be entered through the submission system and must not appear in the uploaded abstract.

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