

# Contents

## Acknowledgements — V

Annamma Joy

- 1 Introduction: Critical Perspectives on Art, Fashion and Wine: A Frame Analysis — 1**

## Part 1: Neo-Liberal Framework and Social Justice

Nikhilesh Dholakia and Cristian Zilibierberg

- 2 Change and Legitimation Narratives in the Intertwined Market Discourses of Sustainability and Neoliberalism — 43**

Verena Gruber, Christina Holweg, and Eva Lienbacher

- 3 Juggling Janus: Managing Retailscapes at the Frontier of Logics of Commerce and Care — 61**

## Part 2: The Art World

Fuat Firat

- 4 Art, Fashion, and the Human Condition — 85**

Chloe Preece and Pilar Rojas-Gaviria

- 5 The Affective Atmospheres of Immersion — 99**

Joanne Roberts

- 6 Art, Financialization and Free Ports — 115**

Ying Zhu, Raneem Zaitoun, and Annamma Joy

- 7 Application of Blockchain Technology, NFTs, and Cryptocurrency in the Art and Luxury Industries — 135**

## Part 3: The World of Fashion

Karen V. Fernandez

- 8 Fashioning Circular Consumption — 161**

Meri-Maaria Frig, Pia Polska, and Finola Kerrigan

**9 Shifting Towards a More Sustainable Fashion Future — 175**

Deniz Atik and Zeynep Ozdamar Ertekin

**10 The Illusion of Democracy in Fashion Industry — 191**

Binyam Zenebe Andargie, Charlene Gallery, and Claudia E Henninger

**11 Textile Supply Chains and Colonialism – Insights from Ethiopia — 205**

Samira Iran, Hanieh Choopani, and Nikoo Mirzapoor

**12 Exploring the Intersection of Minimalism, Luxury, and Sustainability in Fashion Consumption — 221**

Bianca Grohmann and Annamma Joy

**13 From Conscious Capitalism to Philanthro-Capitalism: Framing the Sustainability Paradox Facing Patagonia — 235**

**Part 4: The World of Wine**

Camilo Peña

**14 A Sustainability Comparison and Critique of Conventional, Organic, and Natural Wine Making Approaches — 263**

Anna-Mari Almila and David Inglis

**15 The Gendered Dynamics of the Artifying of Wine — 277**

Pierre Ly and Cynthia Howson

**16 The Rise of Chinese Fine Wine Through Institutional Innovation: Foreign Partnerships, Domestic Entrepreneurs, and Sustainability Constraints — 293**

**List of Contributors — 311**

**About the Editor — 317**

**List of Figures — 319**

**List of Tables — 321**

**Index — 323**