

Table of Contents

- A Introduction 1**
 - A.1 Relevance of the Luxury Topic 1
 - A.2 The Value of a Theory of Luxury and the Contribution
of This Research 5
 - A.3 Structure and Contribution of This Thesis 7

- B The State of Luxury Research: A Bibliometric Citation Analysis 9**
 - B.1 Introduction 9
 - B.2 Literature Reviews and Bibliometric Citation Analysis 11
 - B.2.1 Search Strategy 11
 - B.2.2 Methods and Tools Used 13
 - B.2.3 Analysis of the Sample 14
 - B.3 Analysis of the Key Publications 14
 - B.3.1 Analysis of the Key Publications 16
 - B.3.2 Analysis of the Network-Structural Properties 18
 - B.4 Co-Citation Network and Research Clusters 21
 - B.4.1 Analysis within Clusters 26
 - B.4.2 Analysis between Clusters and Development over Time 33
 - B.5 Development of an Integrative Framework 35
 - B.5.1 Conceptual Model 35
 - B.5.2 Recent Developments in Luxury Research Field 42
 - B.6 Discussion 44
 - B.6.1 Limitations of this Study 45
 - B.6.2 Practical Implications 46

C	A Brief History of Luxury and Consumption	49
C.1	The Beginnings of Luxury: Politics and Morality	49
C.2	Luxury and Modernity: The Rise of Commerce and Trade	50
C.3	Luxury in the Nineteenth and Early Twentieth Centuries: The Emergence of a Consumer Society	55
C.4	Luxury in the Late Twentieth and Early Twenty-first Centuries: The Age of Brands	57
C.5	Discussion	61
D	Perspectives on Luxury: An Integrative Model	63
D.1	Introduction	63
D.2	Starting Point and Conceptual Frame: The Pragmatic Perspective	66
D.3	The Material Perspective: A Rare and a Refined Quintessence	70
D.3.1	The Object: A Quintessence	71
D.3.2	The Creation: Qualitative Refinement	72
D.4	The Philosophical Perspective: Desire	75
D.4.1	The Motivation: Creating Desire and Fueling the Imagination	76
D.5	The Cultural Perspective: The Magical and Sacred	79
D.5.1	Luxury: Cultural Production	80
D.5.2	The Intangible: Creating a Magical and Sacred Aura	81
D.5.3	The Story of Luxury: Luxury Myths and Collective Desires	84
D.5.4	The Luxury Brand: Authentic Heritage and Symbolic Rarity	86
D.5.5	The Meaning Transfer: Elaborating and Co-Creating Luxury Rituals	88
D.6	The Social Perspective: Exclusivity and Status	92
D.6.1	Luxury and Status: An Aspirational Social Community	92
D.6.2	Luxury and Exclusivity: Signaling Prestige and Power	95
D.7	The Individual Perspective: Aspiration and Feeling Unique and Special	103
D.7.1	Luxury and Identity: Appealing to the Ideal Self	104
D.7.2	Luxury Consumption Needs and Values: Satisfying Higher-Level Needs	107
D.7.3	Luxury and Emotions: Feeling Special and Experiencing Pleasure	112

D.8	The Economic Perspective: High Price and Value	114
D.8.1	Luxury Price Points: A High Absolute and Relative Price Point	115
D.8.2	Elasticities of Demand for Luxury Goods: Positive Income and Price Elasticities of Demand	116
D.8.3	Luxury Value: A Perceived High Value	119
D.9	The Managerial Perspective: Excellence	120
D.9.1	Organizational Culture: Striving for Brand Excellence	121
D.9.2	Execution: Consistency and Control	123
D.9.3	Trade-offs: Growth versus Exclusivity	124
D.10	Integration of Perspectives: Principles of Luxury	127
D.10.1	Discussion of the Findings and the Integration of Previous Research on Multiple Perspectives	127
D.10.2	Development of a Conceptual Model and Implications for the Creation of Luxury	133
D.10.3	Implications for the Creation of Luxury	138
 E The Meaning of Luxury: Decoding Luxury Brand Communications		
E.1	Introduction	147
E.2	Theoretical background	148
E.2.1	Meaning in Advertisements and the Creation of Sign Systems	148
E.3	Method and Data Collection	154
E.3.1	Context of Fashion	154
E.3.2	Data collection and sampling	154
E.3.3	Decoding Procedure and Scheme	155
E.4	Findings	157
E.4.1	Enrichment: Luxury Signs and Rhetoric	160
E.4.2	Distancing	169
E.4.3	Abstraction: Luxury Brand Values, Themes, and Discourses	174
E.5	Discussion	181
E.5.1	Research Implications	182
E.5.2	Managerial Implications	183
E.6	Conclusion	185

F	Discussion of Findings and Implications	187
F.1	Discussion of Findings	187
F.2	Implications for Luxury Brand Management: Principles for Creating the Extraordinary	188
F.3	Development of a Research Agenda	190
Appendix		197
1	Illustration of advertising sample	197
2	Literature Overview	204
	Bibliography	219