

Luxury and Sustainability

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15/09/2023 New purpose for beloved brands

The concept of luxury has evolved, as customer demands have noticeably changed over time. In this context, the concepts of luxury and sustainability are becoming more intertwined than ever before, sharing common dimensions such as an explicit focus on quality, craftsmanship, innovation, and strong brand values.

This Strategy Paper outlines the increasing importance of incorporating sustainability aspects in a brand's strategy, particularly for luxury brands. The sustainability orientation is thereby measured across four stages, indicating the level of commitment and engagement in sustainable practices. Overall, implementing sustainability in a brand's strategy requires careful planning for optimal positioning, authenticity, transparency, and independent monitoring.

Read the White Paper here.

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