

# Preface

This book is Volume 2, which is the successor of our previous Volume 1 on Handbook of Sustainable luxury in Textiles and Fashion. This second volume comes out with eight important chapters to deal with the other new arenas of sustainable luxury in textiles and fashion, which were not covered in Volume 1.

Chapter “[Loewe: Luxury and Sustainable Management](#)” introduces Loewe—a company from the luxury industry and their sustainable management principles. This chapter deals with the model of sustainable value creation that integrates four elements: environment, innovation, stakeholder management, economic value and potential of growth.

Chapter “[Long-Term Sustainable Sustainability in Luxury. Where Else?](#)” deals with the past and current intersections of sustainable luxury and attempts to draw a conclusion on its future. This chapter includes interesting examples of luxury brands integrating themselves to sustainability and aims to put luxury and sustainability in the context of consumers and brands.

Chapter “[Pineapple Leaf Fibre—A Sustainable Luxury and Industrial Textiles](#)” revolves around the exploration of pineapple leaf fibre for sustainable luxury and industrial textiles applications. This chapter includes the discussions pertaining to the extraction methods of fibre and evaluation of fibre properties and importantly covers the sustainable utilization of the by-product generated during the process of fibre extraction.

Chapter “[Beyond Appearances: The Hidden Meanings of Sustainable Luxury](#)” deals with the dimensions that characterize sustainable luxury and the sources of the dialogue between luxury and sustainability. The important aspect is discussed with the aid of four Italian case studies.

Chapter “[Irreplaceable Luxury Garments](#)” addresses the value of emotional engagement and the state of irreplaceability of luxury garments, as one way of approaching the topic of sustainable luxury fashion. This chapter also presents the concept of sustainable luxury fashion the framework on the user’s relationship to design products and also deals with the reframing luxury fashion through time and human presence.

Chapter “[The Devil Buys \(Fake\) Prada: Luxury Consumption on the Continuum Between Sustainability and Counterfeits](#)” deals with the determinants of the “dark side of luxury consumption”, one of the largest challenges in luxury brand management: the increased demand for counterfeit branded product. An empirical investigation of a multidimensional framework of counterfeit risk perception and counterfeit shopping behaviour as perceived by distinct consumer segments is also discussed in this chapter to a greater extent.

Chapter “[The Luxury of Sustainability: Examining Value-Based Drivers of Fair Trade Consumption](#)” includes the discussions pertaining to the examination of the luxury of sustainability against the backdrop of the research questions concerning a proposed similarity of consumer associations between luxury and ethical products. This chapter presents the details on an empirical investigation of a multidimensional framework of intrapersonal fair trade orientation, fair-trade-oriented luxury perception and fair-trade-oriented customer perceived value with reference to the recommendation of fair trade products.

Chapter “[The Sustainable Luxury Craft of Bespoke Tailoring and Its’ Enduring Competitive Advantage](#)” deals with how the luxury sector sustains its current consumption momentum and simultaneously espouses the logic of sustainable development. This chapter also deals with the following topics: concise chronology of cultural and societal events of humanity’s affinity, slow fashion philosophy, the theory of the relational view and the importance of relational networks and the artisanal practices of the Savile Row tailors and their relational production network and retail facades.

We would like to take this wonderful opportunity to thank all the contributors of the chapters presented in this book for their intensive efforts in bringing out this second volume of this handbook so successfully with enriched technical content in their chapters. We are very much confident that this handbook will certainly become as an important reference for the researchers and students, industrialists and sustainability professionals working in the textiles and fashion sector.

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Volume 2

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