

Sustainable Luxury – Cases on Circular Economy and Entrepreneurship

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Basics

Luxury is becoming less exclusive and less wasteful and more about helping people to express their deepest values. So, sustainable luxury is the returning to the essence of luxury with its ancestral meaning, to the thoughtful purchase, to the artisan manufacturing, to the beauty of materials in its broadest sense and to the respect for social and environmental issues. Sustainable luxury would not only be the vehicle for more respect for the environment and social development, but it will also be synonym of culture, art and innovation of different nationalities, maintaining the legacy of local craftsmanship. This deeper approach requires and will require a relentless search of knowledge and discovery and mainly of understanding. Thus, the luxury consumer will be identified as one who has both the means and the motivation to ensure care for the environment and for other people to improve their quality of life.

On the other, there is a need to consider the 'big picture' when thinking about circular economy –CE-. This has emerged from longstanding discussions over resource efficiency and resource productivity. CE is not explicitly highlighted in the United Nations Sustainable Development goals but is relevant to a number of the seventeen goals. There needs to be more robust thinking on the relationship between circular economy, carbon and climate change. CE should be thought of as part of an organisation's broader sustainability approach but is not a 'magic bullet'. The circular economy is one that aims to keep products and materials at their highest value at all times. It's about designing things that are 'made to be made again'.

There are also people with a profound perspective towards environmental and social issues and who are well motivated to "break" the rules and promote disruptive solutions to these issues, and most of them are entrepreneurs. These individuals have a number of different roles to play in entrepreneurship and innovation, from the imaginative act of setting up a new venture. This involves cognitive and motivational characteristics. They have a transformational leadership behaviour, inspiring and guiding the fundamental transformation that sustainability requires.

Within the luxury industry, it can be observed that new companies –entrepreneurs' companies- are based on values and this is attractive for a select number of consumers since this kind of companies can generate a big impact due to the potential for reaching a larger market.

SCOPE

The purpose of this book is to explore topics related to **sustainable luxury, circular economy and entrepreneurship by means of cases that concurrently include the three topics**. Moreover, the cases may focus on different aspects, such as:

Raw materials

Design and Innovation

Business models

Circular Economy and UN SDG

Marketing and communication

Consumers

Public Policies

Infrastructure
Technology
Process and implementation
Supply chain

CONTRIBUTIONS

The above lists are not exhaustive; other relevant topics will also be considered within the sustainable luxury, circular economy and entrepreneurship arena. The book aims to develop a comprehensive understanding of this topics as a whole.

These cases may have between 6,500 and 9,000 words, and may include any number of images. Chapters (cases) *must* be submitted as per the editorial guidelines of Springer.

SCHEDULE

The deadline for submission of initial abstracts is **29 August 2017**. Abstracts should be preferably sent as e-mail attachments to the Guest Editors for consideration (see [Contact details](#) below). Authors whose abstracts are selected should submit their **full cases** by: **30 November 2017**. Successful candidates will be invited to submit their **revised final cases** by: **2 March 2018**.

All cases will be peer-reviewed by an international panel of subject matter experts. Publication is provisionally tabled for August/September 2018.

CONTACT DETAILS

For further information, to discuss ideas for contributions and to submit abstracts/proposals, please contact the Guest Editors:

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