

Sustainability 2.0: Discourse and Practice in the Luxury World

Collection Editor: Esterina Nervino

Description

In 2013, the luxury, sports, and lifestyle conglomerate PPR group rebranded as Kering to signify its commitment to sustainability. Since then, a discourse about sustainability pervaded the luxury world. But, how do we define sustainability? Is luxury sustainable? This volume explores discourse and practices around sustainability in the luxury sector.

About the Editor

She is currently Junior Adjunct Professor at the Department of Studies on Language and Culture of the Università degli Studi di Modena e Reggio Emilia, Italy. She holds a PhD in Applied Linguistics from The Hong Kong Polytechnic University, Hong Kong. She specializes in luxury studies and multimodal discourse analysis.

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