Sustainability 2.0: Discourse and Practice in the Luxury World

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Description:

In 1987, the United Nations defined sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (*Our Common Future*, also known as the *Brundtland Report*).

In 2013, the luxury, sports, and lifestyle conglomerate PPR rebranded as Kering to signify its transformation and commitment to sustainability. Since then, a discourse about sustainability pervaded the luxury world, raising numerous questions about the compatibility between the two worlds.

The objective of this volume is to define a paradigm for sustainable luxury that takes into account enablers and constraints of the sector.

It will gather together contributions from different academic fields investigating the discursive practices within the world of luxury and its intersection with sustainability. Contributions from practitioners working within this space are also welcome.

What Should the Submitted Chapters Consider?

Contributions pushing the boundaries of theories and analysing discursive and business practices are welcome from all branches of humanities, business, management, economics and finance, and life sciences. Interdisciplinary studies are encouraged.

Areas of interest include (but not are limited to):
- The definition of "sustainable luxury";
- Sustainable Development Goals;
- Reporting strategies;
- Corporate communication;
- Media discourse;
- Consumer behaviour;
- Scientific studies on the environmental impact of certain sectors;
- Employer branding;
- Diversity and inclusion

About the Editor:

Esterina Nervino is currently Assistant Professor at the Department of English and the Department of Marketing at the City University of Hong Kong, where she is also Associate

Director of the Sales and Marketing Consulting Unit. She is Junior Adjunct Professor of Intercultural Communication and Language Variation at the Universita' degli Studi di Modena e Reggio Emilia, Italy, and a member of the Research Centre for Professional Communication in English at the Hong Kong Polytechnic University. She holds a PhD in Applied Linguistics from the Hong Kong Polytechnic University and her research interests include social semiotics, multimodality, business communication, luxury studies in relation to art, space, sustainability, and retail experience.

Submission Requirements:

All submissions should conform to the grammar and formatting guidelines provided by Cambridge Scholars Publishing, which can be viewed here: https://www.cambridgescholars.com/pages/forms-guidelines.

Unless agreed with the Editor prior to submission, referencing should be in Chicago style.

Any work submitted for publication should be free of copyright restrictions, and a statement should be submitted in support of this.

Contributions should be scholarly based, rather than anecdotal or unverifiable.

Contributions must be wholly in English, excluding footnotes, appendices, and short extracts for translation.

While we will perform pre-press evaluations on the collection, we do not provide full copyediting services, so we ask that works are submitted to us in their final, 'ready-to-go' form.

How to Submit?

You should submit to the Editor a completed proposal form, alongside a copy of your work for their review. This submission should be made directly to the address at the top of this page.

If you have any questions about the collection, prior to your submission, please contact the Editor.

All works should be submitted to the Editor, at the address provided at the top of this document.

The Editor will review these personally to consider their inclusion in the work. Should the Editor approve the chapters, you will then be asked to complete an agreement for the publication of these chapters. **It is essential that this agreement is completed in order for your work to be printed.**

Once the Editor has approved the chapter, and has received your contributor agreement, these will then be sent to Cambridge Scholars as a complete collection for pre-press reviews and publication. **As such, it is essential that the work you submit to the Editor is finalised and has been thoroughly proofread.**

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