

BOOK PALGRAVE McMILLAN

TITLE: **UNDERSTANDING LUXURY FASHION – From Emotions to Brand Building**

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- Isabel Cantista (Universidade Lusíada) and Teresa Sádaba (ISEM- Fashion Business School)

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Marta Mendonça

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Understanding luxury and emotions

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ModaCult - Università Cattolica del Sacro Cuore - Milan

CHAPTER 3 – THE DARK SIDE OF LUXURY, WHEN NEGATIVE EMOTIONS ARE FELT BY VERY WEALTHY CONSUMERS

Virginie de Barnier and Elyette Roux

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Understanding luxury and society

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Carmela Donato, Matteo De Angelis and Cesare Amatulli

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Aileen Stewart and Lindsey Carey

Glasgow Caledonian University - Scotland UK

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François Courvoisier and Claire Roederer

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Eugenia Josa Martinez, Maria Villanueva and Isabel Cantista

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