

## PREFACE

Professors Lawrence Cunningham and Pravat Choudhury initiated a special issue series in luxury marketing in the Journal of International Marketing Strategy (JIMS) in early 2016. The special series was highly successful with special issues published in December 2016, December 2017 and in this issue in December of 2018. The special issue editors for this issue are Lawrence Cunningham, Lester Johnson, and Francisco Conejo.

This issue contains three refereed journal articles, an interview, and a book review. In the first article entitled, “Perceptions of Accessible, Intermediate and Inaccessible Luxury Across Select Handbag Brands” Professors Farrell Doss and Tammy Robinson discuss if and how perceptions of luxury dimensions change over time. The study suggests that the luxury market is fragmenting into different levels based on perceptions of luxury dimensions. The study uses a modified brand luxury index to help determine that consumers seem to divide luxury handbags into three different levels of luxury; accessible, intermediate and inaccessible. This information helps the reader understand the popularity of masstige brands among female luxury consumers.

Professor Marissa Chantamas is the author of the second featured article in this issue of the journal. Her article, entitled “Exploring Co-creation Opportunities in the Ultra-Rich Segment” seeks to determine how co-creation opportunities occur with ultra-high-net-worth individuals and about their favorite brands. The article focuses on interviews with 15 ultra-high-net-worth individuals who are major supporters of these brands. The in-depth interviews explore the nature of the relationship between these individual and their favorite brands, e.g., from acting as a presenter to an actual purchaser of their favorite brand. The findings of the paper reveal that brands that have the best co-creating opportunities are those with heritage, prestige and unique and distinctive tangible characteristics. The principal contribution of the study is the advancement of the co-creation construct and exploring which brands will stand to benefit the most from co-creation.

Professors Francisco Conejo and Lawrence F. Cunningham in their article entitled, “Perspectives on Qualitative Luxury Brand Aspects” explores an important new dimension in the luxury brand space. Most studies have traditionally examined luxury brands from a quantitative perspective. Conejo and Cunningham conduct a detailed examination of the qualitative studies, which address luxury’s intrinsic aspects. The conclusion of the study indicates that further qualitative work is needed before luxury aspects are fully understood. The article identifies significant research opportunities to find and extend knowledge in this area.

This issue also contains an interview with Milton Pedraza CEO and Founder of the Luxury Institute in New York regarding his views on luxury marketing. Milton Pedraza discusses his interests, research and practitioner priorities in the area of luxury marketing.

Lastly, Francisco Conejo provides an interesting book review regarding a recent book entitled, Sustainable Luxury Brands – Evidence from Research and Implications for Managers. The main premise of the authors is that luxury and sustainability are compatible.

Lawrence F. Cunningham  
University of Colorado Denver

Lester W. Johnson  
Swinburne University

Francisco J. Conejo  
University of Colorado Denver