

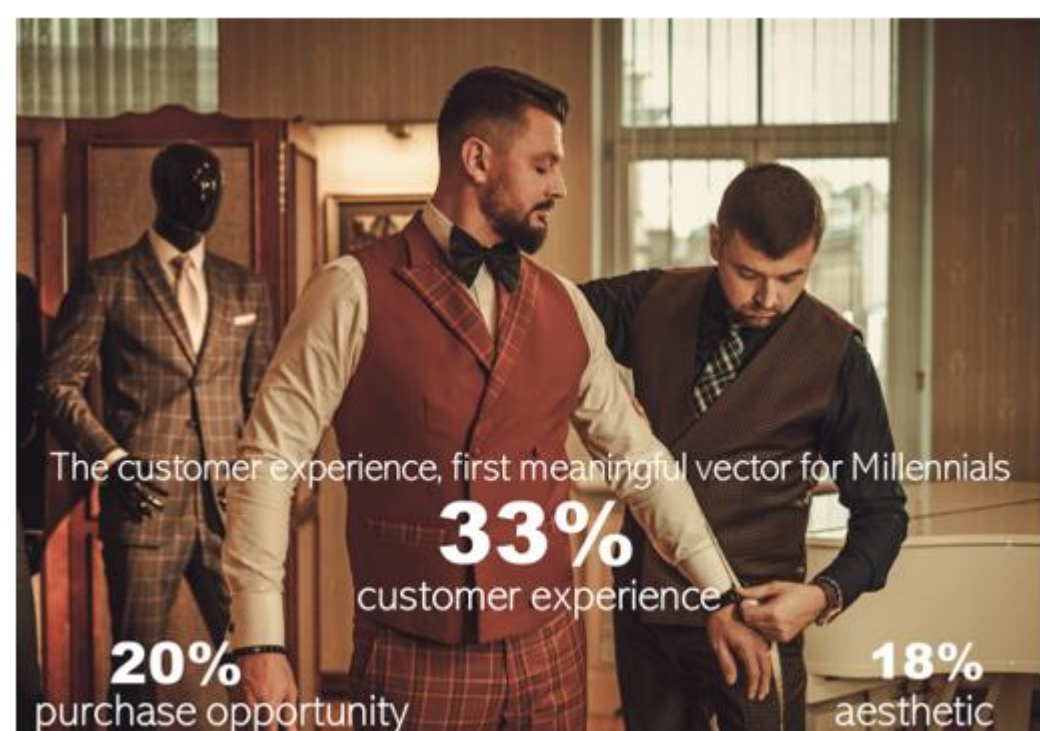
LUXURY AND MILLENNIALS : *search for meaning or narcissistic introspection?*

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ABSTRACT

The authors analyzed the results of an exploratory study conducted in 2019 by the company Promise Consulting with Millennials, students at EIML, Ecole International du Marketing du Luxe (171 participants). A series of mostly open-ended questions aimed to qualify what gives meaning to a luxury brand, what characterizes a purchase that makes sense versus a senseless purchase, before qualifying the attitude of Millennials towards luxury in general. Several strong conclusions emerge. The commitments and values that give sense to a luxury brand are more often self-oriented (pleasure, usefulness, experience), and less often socially oriented. In terms of CSR, the concern is primarily environmental and less often social. Finally, the meaningful purchase of a luxury good is characterized by an emotional rather than a rational or moral appeal. Finally, the search for meaning is considered according to three axiological virtues, the True, the Good, the Beautiful and less often the Right. In this, Millennials, in their relationship to luxury, are very different from the "clichés" that describes them sometimes.

KEY WORDS: luxury; Millennials; ready-to-wear; meaning; environment; CSR experience



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