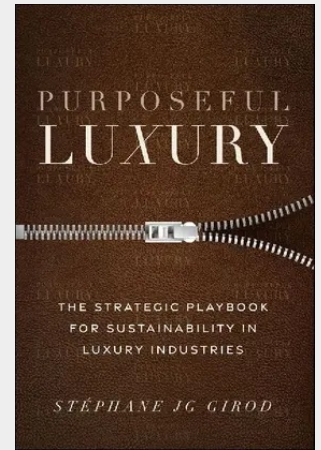


Purposeful Luxury

The Strategic Playbook for Sustainability in Luxury Industries

Prepare your luxury brand for the sustainability transformation ahead In Purposeful Luxury: The Strategic Playbook for Sustainability in Luxury Industries, Stéphane Girod delivers a strategic roadmap for luxury executives facing an existential challenge. By 2040-2045, luxury businesses may struggle to grow – or even survive – as policy priorities shift toward basic needs. Current ESG compliance initiatives are necessary but insufficient for long-term legitimacy. Purposeful Luxury provides a deep dive into sustainability initiatives across nine luxury sectors, drawing on over 65 executive interviews, surveys of 150 middle managers, and pioneering case studies on CHANEL, Chloé, Lamborghini, LVMH's Nona Source, Pandora, and Zenith Watches. Girod outlines concrete frameworks that accelerate current ESG journeys while preparing companies for positive-impact transformation. Readers will also find: - Concrete directions and tools to place positive-impact sustainability at the core of business strategy, operations, organizations, culture, and leadership - Actionable lessons derived from Reinventing Luxury Labs, CEO Forums, and World Economic Forum discussion panels with industry leaders - Insights from the author's work with 250 executives during custom programs at IMD business school in Lausanne, Switzerland - Guidance on strategy-making and implementation that empowers leaders to redefine their industry's approach to social responsibility and value creation - A call to action for luxury executives to become vocal protagonists who boldly transform how their brands define and deliver sustainability Essential for luxury executives, brand managers, and business owners, Purposeful Luxury provides the strategic frameworks needed to navigate the radical paradigm shift ahead. This book empowers leaders to place positive-impact sustainability at the heart of their operations and long-term value creation.

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