

Advances in Culture, Tourism and Hospitality Research
Volume 7

Advances in Culture, Tourism and Hospitality Research
Volume 7

Luxury Fashion and Culture

Luxury Fashion and Culture focuses on the study of how humans use high quality, highly pleasurable, and frequently rare products, services, and experiences to distinguish themselves from others as to who they are as well as well as who they are not – both within and across cultures. Culture serves to define, interpret, and approve/reject luxury fashion enactments. Daily-to-lifetime transformations-of-self represent the heart-of-luxury fashion and culture research. Much like Clark Kent entering the telephone booth in the 1950s to emerge as Superman, luxury fashion enables the individual to transform herself – take flight or psychological transport – to play a part in scenes exuding refinement, acceptance, high status, and good taste as well as risk ridicule by playing the part badly. The chapters in *Luxury Fashion and Culture* provide new theory, recipes of methods, and findings on how culture helps humans manage and respond to luxury-fashion enactments. Rather than focusing on traditional cultural transformations, *Luxury Fashion and Culture* focuses on personal expressions of self and archetypal role-playing and fulfillment through the power of luxury fashion.

Luxury Fashion and Culture

Eunju Ko
Arch G. Woodside
Editors

Advances in Culture, Tourism and Hospitality Research
Volume 7
Luxury Fashion and Culture



CONTENTS

LIST OF CONTRIBUTORS	vii
PREFACE	ix
LUXURY FASHION THEORY, CULTURE, AND BRAND MARKETING STRATEGY <i>Arch G. Woodside and Eunju Ko</i>	1
CREATING AND INTERPRETING VISUAL STORYTELLING ART IN EXTENDING THEMATIC APPERCEPTION TESTS AND JUNG'S METHOD OF INTERPRETING DREAMS <i>Arch G. Woodside, Suresh Sood and Karlan M. Muniz</i>	15
FASHION'S ROLES IN PRESENTATION OF SELF IN EVERYDAY LIFE <i>Hyunji Do and Seulgi Lee</i>	47
IS BLENDING INTO SOCIETY A PRIMARY CONSUMER GOAL FOR DRESSING DOWN? <i>Marc Amram, Eunah Choi and Namhoon Kim</i>	67
CINDERELLA STORYTELLING IN 21ST CENTURY: INTERPRETING POPULAR CULTURE IN THE MOVIES VIA VISUAL NARRATIVE ARTS <i>Seulgi Lee and Eunju Ko</i>	91

WHO SAYS WHAT-TO-WEAR? EXAMINING TENSIONS BETWEEN CONFORMITY AND INDIVIDUALITY <i>Sangah Song, Heechong Lee and Kyulim Kim</i>	101
UNDERSTANDING ARCHETYPES OF LUXURY BRANDS BY USING VNA <i>Kyung Hoon Kim and Bing Xu</i>	129
SUBJECT INDEX	141