



When Luxury Meets Art: Forms of Collaboration between Luxury Brands and the Arts (BestMasters)

Olga Louisa Kastner

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Increasingly, luxury brands join forces with the arts today. Yet, these cross-over collaborations do not constitute a homogeneous strategy, but become manifest in manifold forms and appearances. Regardless of their growing practical relevance for the creation of contemporary luxury brands though, the varied forms of Luxury Brand-Art Collaborations (LBACs) have remained largely unexplored to date. Olga Louisa Kastner aims at systematizing the dominating collaborative patterns between luxury brands and the arts. She empirically derives distinct types of LBACs, based on methodically developed attributes and a large number of real cases. Finally, the author describes the main characteristics of the identified types and illustrates them by prototypical cases.

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