

---

# Tables

---

4.1	Identity motives, definitions, luxury examples, and relevant research	59
6.1	Emerging economy consumer purchase motives for luxury brands	100
6.2	Four groups of luxury brand consumers	104
6.3	Managerial implications	111
9.1	Illustrative exemplars of luxury brand research	154
9.2	Illustrative exemplars of visual elements in the retail atmosphere	159
9.3	Illustrative exemplars of social environment	163
9.4	Future research opportunities	166
12.1	The five luxury experience platforms	216
15.1	A brief history of counterfeiting	268
17.1	Contradictions between luxury and sustainability	304