



IN PURSUIT OF LUXURY

University of Hertfordshire **UH** School of Creative Arts

In collaboration with:

fip fashion in process
FRENCH RESEARCH FOR CULTURAL INTERDISCIPLINARY INNOVATIONS

POLITECNICO MILANO 1863
DIPARTIMENTO DI DESIGN

materialise

DesignObserver ALLSAINTS

ACJ
Airbus Corporate Jets

The 4th international In Pursuit of Luxury (IPOL) Conference Milan, May 28-29, 2020

Luxury in the Age of Technology

The 2020 conference provides a platform to continue to expand our understanding of luxury. As with previous conferences we welcome contributions from various disciplines and practices including automotive, architecture, engineering, fashion, product, digital design, retail, hospitality - all of which explore luxury through a critical lens to encourage debate.

The 2020 IPOL conference will be held in collaboration with FIP – Fashion in Process, research laboratory at Design Department – Politecnico di Milano / co-chaired by Associate Professor, Dr Chiara Colombi

Our key questions:

How is the luxury market changing? How is technology impacting on this change? How are luxury corporations adopting technology? How can innovation and technology play a strategic role in implementing a circular economic model? Why innovate? What is innovation?

Our four themes:

<p>Luxury and Technology Adoption, data acquisition, AI, AR, VR, social media</p>	<p>Luxury and Innovation The retail environment (physical and online), communication, branding, manufacture, materials, craftsmanship</p>
<p>Democratised Luxury Collaboration, supply chain, branding, the retail environment</p>	<p>Luxury and the Circular Economy Social responsibility, materials, distribution, manufacture, sustainability</p>

Call for papers

Luxury in the Age of Technology

Luxury, innovation and technology have always been intertwined. Whether it be through the manufacturing techniques developed during the eighteenth century or the emergence of digital processes that impact on design, craftsmanship and production today. Circular economic models address the need to be aware of the impact of our actions on the production of goods and services. Technology continues to influence our lives and decision making processes. Data driven information informs and enhances our understanding of the customer and can provide goods and services to address their needs. This is in contrast to mass produced 'services' that through global portals contradict the very nature of customisation.

It could be said that manufacturing and craftsmanship was, and remains, a critical component of how luxury is defined. But is the impact of digital technologies changing our understanding of what luxury means today? Should the notion of luxury be adapted / re-examined? What form should it take that reflects and reacts to the continued advancements in technological processes, opportunities and services?

Current concerns that need addressing include consumption and waste and the impact of our actions on the planet, health and well-being, equality and change. An emphasis on corporate social responsibility has enabled the tracking and tracing of finished goods and the materials used in their construction, their environmental impact and the well-being of those involved in production as the industry becomes more transparent. Can luxury therefore continue to remain aloof?

The luxury customer has historically demanded the best. But now customers are also demanding transparency, traceability and accountability. Through recognition of how mass consumption is fouling the environment we are beginning to better understand the importance of circular practice within the supply chain. Technology can and is being instrumental in organising and defining this new world order. And as artificial intelligence becomes common place and aids our decision making process, how long will it take to decide that the exponential growth of luxury is not the most effective or efficient course of action?

Advances in technology continue to challenge the status-quo where innovation takes precedence and forces change. This change is keenly balanced with traditional craftsmanship and skill. How do these two concepts converge in a market that is both becoming increasingly demanding and disparate? Some, if not all of these issues are pertinent and possibly contentious. With this in mind we welcome papers that will contribute to debate and discussion around luxury, innovation and technology.

We welcome papers that explore links between luxury and technology in all product and service categories including manufacture, on-line including e-commerce, marketing and the virtual luxury experience, bespoke product, design, materials and innovation.

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Themes and Strands

This conference intends to expand the parameters of the debate around the concepts of luxury to provide a refreshing context to construe the familiar debates surrounding the subject.

Indicative themes for the conference are:

- History
- Digital technology
- The digital environment craft and the handmade
- Responsive environment and sensing
- Machine learning and artificial intelligence
- Social responsibility
- Social inclusion
- Wasted luxury
- Eco-design
- Tracking and mapping
- Branding, marketing and communication
- Consumption and consumer attitudes
- The retail environment
- Architecture
- Design
- Fashion
- Fashion film

We would also like all papers submitted to be accompanied by a 30 - 60 second vlog describing the participant's interest in luxury. This will be uploaded to the IPOL website once the Peer Review process has been completed and papers accepted and confirmed.

To submit your abstract and vlog click [here](#)

For information about the organisers click [here](#)

Special Issue Journals

Please have a look at our [Special Issue Journals](#) that have resulted from the previous conferences. Volume 4, Number 2 of *Design, Business and Society* was published in October 2018 and was focused on the theme of luxury production. The next special issue, Volume 5, Number 2, will be focused on spaces of luxury and will be published in October 2019.

To download the APP please visit <https://10times.com/ipol-conference-milan>