

Sustainable Luxury: Embracing the Circular Economy

George Christodoulides

American University of Sharjah

Mona Mrad

American University of Sharjah

Gabriele Murtas

University of Bergamo

Marie-Cécile CERVELLON

EDHEC BUSINESS SCHOOL

Jonas Holmqvist

Kedge Business School

Cite as:

Christodoulides George, Mrad Mona, Murtas Gabriele, CERVELLON Marie-Cécile, Holmqvist Jonas (2025), Sustainable Luxury: Embracing the Circular Economy. *Proceedings of the European Marketing Academy*, 54th, (124328)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025

