

How Luxury Objects Bridge Past and Future: A Multi-Method Exploration into Mother–Daughter Transmission

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Abstract

This research explores how luxury objects are transmitted between mothers and daughters through a multi-method qualitative design combining interviews, projective AOL analysis, and arts-based collage. Across the three studies, transmission emerges as a circular process linking past, present, and future. Results first extend the foundational transmission model by introducing a fifth phase—projection—capturing how future generations reinterpret inherited luxury items. Second, findings reveal a growing orientation toward sustainable luxury within transmission practices, shaped by shared ethical and moral considerations. Third, the study uncovers a spiritual dimension articulated through body, soul, and spirit, reflecting a form of spiritual generativity. Managerially, the research highlights opportunities for luxury brands to foster circularity through restoration, personalization, and strengthened intergenerational loyalty.

Track: Consumer Behaviour