# Article information:

Full article: Luxury and sustainability: The role of message appeals and objectivity on luxury brands’ green corporate social responsibility  
<https://www.tandfonline.com/doi/full/10.1080/13527266.2021.1874482?casa_token=Pc22hMc2SVUAAAAA%3AU9XSbirGydZlbRKk0dfxc0SVSj2h1a_NDM6moculNd90bKGzN_lqGjxYpNyUEl6kMO15SXO5Fs7SYA>

# Article summary:

1. Luxury brands are facing pressure to integrate pro-environmental CSR into their business model due to growing consumer concerns about social and environmental responsibilities.

2. While luxury brands have incorporated green practices into their operations, they are prone to keeping silent about their commitments because consumers view luxury and sustainability as contradictory.

3. Luxury brands encounter a dilemma over their green CSR engagement and communication as they should disclose their green efforts to signal that they are a responsible sector in society, but at the same time, they could make consumers confused about the value of a brand by communicating their green practices.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article discusses the growing trend of luxury brands incorporating green practices into their operations and the challenges they face in communicating their CSR efforts to consumers. While the article provides some examples of luxury brands that have made positive strides towards sustainability, it lacks a comprehensive analysis of the industry as a whole.

One potential bias in the article is its focus on luxury brands that have already made significant progress towards sustainability, which may not be representative of the industry as a whole. The article also fails to address potential risks associated with greenwashing or superficial attempts at sustainability by luxury brands.

Additionally, the article presents a one-sided view of consumer attitudes towards sustainable luxury, suggesting that consumers view luxury and sustainability as contradictory. However, recent studies have shown that younger generations are increasingly interested in sustainable fashion and are willing to pay more for environmentally friendly products.

The article also lacks evidence for some of its claims, such as stating that luxury consumers showed negativity towards purchasing clothes made from recycled cotton without providing any data or sources to support this claim.

Overall, while the article provides some interesting insights into the challenges faced by luxury brands in incorporating sustainability into their business models, it could benefit from a more balanced and comprehensive analysis of the industry's efforts towards environmental responsibility.

# Topics for further research:

* Luxury brands and greenwashing risks
* Sustainability efforts in the luxury industry as a whole
* Consumer attitudes towards sustainable luxury
* Younger generations and sustainable fashion
* Data on luxury consumers' attitudes towards recycled cotton clothing
* Comprehensive analysis of luxury brands' environmental responsibility efforts

# Report location:

<https://www.fullpicture.app/item/2bcda56412007aac2de0e93d0ba7e58f>