I. Definition of LBACs

Any kind of deliberate association between a luxury brand and the arts within the scope of which a luxury brand intentionally connects itself with a representative of the contemporary art world (i.e., artist, artwork or art institution) and the latter brings in a sensually perceivable artistic contribution.

II. LBAC-Typology

### Arty Limited Editions
- 56 (41.2 %)

### Philanthropic LBACs
- 51 (37.5 %)

### Experimental LBACs
- 29 (21.3 %)

III. Conceptual framework

<table>
<thead>
<tr>
<th>Luxury brand company</th>
<th>Artist</th>
<th>Relationship</th>
<th>Performance</th>
</tr>
</thead>
</table>

IV. Next steps

- Qualitative (case study or action research) and quantitative (surveys of luxury brand managers or laboratory experiments with consumers) verification of the success factors model
- Exploration of the effects of LBACs on the consumer’s perception of, and attitude towards luxury brands
- Investigation of the internal effects of LBACs on the corporate culture/brand identity

LITERATURE


FURTHER INFORMATION & CONTACT DETAILS

Olga Louisa Kastner
Project Manager New Business / Luxury accounts at Liganova, Stuttgart/Germany
Email: louisa.kastner@gmx.de

Carsten Baumgarth
Professor of Marketing and Brand Management at BSEL, Berlin/Germany
Email: cb@cbbaumgarth.net