

## REVIEW PAPER

# Circular Economy and Sustainability in Luxury Fashion Consumer Behavior: A Review and Research Agenda

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## ABSTRACT

Over the last decade, luxury consumers have become more aware of the adverse environmental impacts associated with their lifestyles and are transitioning toward more responsible consumption patterns. Circular economy and sustainability business strategies have become crucial for this and have attracted the attention of scholars and brands. This paper aims to assess the current state of research concerning the circular economy and sustainability within luxury fashion consumer behavior. It focuses on relevant studies published in leading peer-reviewed English-language journals in business, management, and economics, using keywords such as luxury, consumer, circular economy, and sustainability. This review emphasizes the substantial impact of the 9Rs of the circular economy on luxury fashion consumers while also noticing the lack of consumer-focused research in the areas of the circular economy and sustainability. It presents a critical and thorough assessment, categorization, and analysis of the emerging literature in this field. The authors propose a deeper and more specific research agenda exploring the relationship between the circular economy, sustainability, and luxury fashion. The paper suggests potential directions for future research, emphasizing the need for theoretical, educational, and communication-oriented studies to address the distinctive circular economy and sustainability issues within luxury fashion consumption.

## 1 | Introduction

The circular economy and sustainability have gained global prominence in recent years, attracting the attention of businesses, governments, and researchers. Despite the increasing environmental concerns, many companies continue to operate according to a linear business model, which involves extracting raw materials, manufacturing products, and disposing of them after use (Bundgaard and Huulgaard 2019). This approach fuels unsustainable consumerism and has contributed to the increase

in global greenhouse gas emissions (IEA 2022). The pressure to address these environmental issues is reshaping consumer patterns and lifestyles, steering them toward circular and sustainable choices and away from the entrenched mentalities of consumerism, overconsumption, and the linear buy-use-dispose approach.

The relationship between the circular economy and sustainability is both intricate and distinctive. Sustainability spans a wide spectrum, including environmental, social, and economic

aspects, ensuring long-term well-being (Giovannoni and Fabietti 2013). The circular economy operates as a specific framework within this broader concept. While sustainability research covers diverse concerns like Corporate Social Responsibility (CSR), biodiversity, and social aspects, circularity-focused research contributes by challenging the traditional buy-use-dispose model, emphasizing closed-loop systems (Nazlı 2021). The circular economy offers clear strategies for reducing greenhouse gas emissions, emphasizing resource optimization and waste minimization (Kamal et al. 2022; Prieto-Sandoval, Jaca, and Ormazabal 2018). Despite being relatively new, definition of the circular economy remains intricate (Morea, Fortunati, and Martiniello 2021), propelled significantly by the Ellen MacArthur Foundation's definition of an intentional industrial system that is restorative and regenerative (Ellen MacArthur Foundation 2023). This definition was extended to encompass the "9Rs": refuse, rethink, reduce, reuse, repair, refurbish, remanufacture, repurpose, recycle, and recover (Kirchherr, Reike, and Hekkert 2017; Potting et al. 2017; van Buren et al. 2016).

As consumers become more aware of the impact of their consumption choices, a shift toward sustainable practices has begun. There is a growing demand for sustainable products, and consumers are increasingly mindful of the values and beliefs upheld by luxury brands (Diallo et al. 2021). Consequently, brands are recognizing the need to not only adopt sustainable and circular production methods but also align their communication strategies with sustainability values (Arrigo 2018; Kong, Witmaier, and Ko 2021; Luo et al. 2022). Despite these positive shifts, there is still a gap between consumer attitudes and actual sustainable consumption behavior, known as the attitude-behavior gap (Athwal et al. 2019; Carranza et al. 2022; Dekhili, Achabou, and Alharbi 2019; Han, Seo, and Ko 2017; Klaus, Manthiou, and Luong 2022; Park and Lin 2020).

Studying luxury fashion within sustainable contexts is a compelling avenue for exploration in the realm of responsible consumption and sustainable business models. Despite variable levels of commitment to sustainability among luxury brands and consumers (Kapferer and Michaut-Denizeau 2017, 2020), researchers (Kapferer and Michaut-Denizeau 2017; Kim, Park, and Septianto 2022; Moraes et al. 2017; Sun, Bellezza, and Paharia 2021) have identified inherent aspects within the luxury ecosystem (e.g., quality, durability, reusability, reparability) that are conducive to sustainability and circularity. This finding is reinforced by the rising awareness among luxury fashion consumers of the values upheld by luxury brands (Diallo et al. 2021). As environmental consciousness grows, luxury consumers actively seek brands that reflect their sustainability ethos. Thus, luxury brands prioritizing sustainability are better placed to appeal to these discerning consumers.

The scope of research in the luxury sector extends beyond existing luxury consumers. Its greatest potential lies in its ability to influence nonsustainable consumers and industries that are less focused on environmental practices. Regarding consumers, studies indicate that sustainability education can positively impact consumer perception and motivation to buy in the luxury fashion sector (Tangri and Yu 2023; Cervellon, Carey, and Harms 2012; Christodoulides et al. 2021; Turunen and Pöyry 2019). Furthermore, investigating sustainable luxury

consumption is vital, given the luxury sector's significant financial and cultural influence on downstream and related industries. Luxury brands often pioneer innovation, eventually shaping the mass market via the trickle-down effect (Athwal et al. 2019). Exploring the circular economy and sustainability within luxury fashion contexts can yield beneficial insights across industries, increasing their capacity to drive meaningful shifts toward responsible consumption.

Based on the multifaceted perspective of luxury consumption, the integration of sustainability and circularity into responsible consumption practices reveals a research gap that deserves a systematic analysis of the existing body of research on the circular economy and sustainability in the context of luxury fashion consumer behavior. This systematic review aims to understand the key research trends in this important consumer domain while identifying significant gaps in need of further investigation. By filling this gap, the review can contribute to advancing knowledge and inform future research endeavors.

The primary objective of this review is to assess the extent of consumer behavior research on the circular economy and sustainable luxury fashion. Specifically, it aims to identify studies that have explored each of the 9Rs of the circular economy (Kirchherr, Reike, and Hekkert 2017) and provide an overview of the main findings related to the broader concept of sustainability and luxury fashion consumer behavior. It also seeks to identify significant research gaps within the area of the circular economy and sustainability in luxury fashion consumption, which can serve as potential avenues for future researchers to expand the knowledge base in this field and support brands and consumers in transitioning toward responsible consumption.

This systematic review is focused specifically on the consumer aspects of the luxury fashion industry regarding sustainability and the circular economy. To the best of our knowledge, it is the first attempt to systematically examine the available research about the 9Rs of the circular economy and the impact of sustainability communication on the luxury consumer.

The review identified 57 research papers from the Scopus database addressing the circular economy and sustainability in the context of luxury fashion consumption. It analyses the data using the theoretical, conceptual, contextual, and methodological (TCCM) framework by Paul and Rosado-Serrano (2019) and defines potential directions for future research.

This research makes important contributions to the literature. First, it aims to fill the research void on the circular economy and sustainability within the luxury industry by enhancing understanding of consumer behavior in this domain. Second, it systematically identifies the studies specifically approaching any of the 9Rs of the circular economy. Third, it provides a structured overview of results in the field concerning the positive and negative effects of sustainability on luxury fashion consumer behavior.

The paper is structured as follows: After this introduction, we provide a description of the main terms and outline the methodology employed in the systematic literature review, as well as the results. Subsequently, we provide a comprehensive discussion of

the findings regarding each of the 9Rs of the circular economy in luxury fashion consumption. Finally, we highlight significant research gaps and propose potential areas for future investigation within the field of the circular economy and sustainability in luxury fashion consumer behavior. The paper concludes with the limitations of the study.

## 2 | Background

### 2.1 | Circular Economy and Sustainability

The circular economy concept emerged in the 1960s due to growing environmental concerns about resource depletion and degradation. It gained prominence in the 1990s with the introduction of the “cradle-to-cradle” design concept by Braungart, McDonough, and Bollinger (2007), emphasizing perpetual material reuse. Later, the Ellen MacArthur Foundation, established in 2010, played a vital role in raising awareness, conducting research, and fostering collaboration to accelerate the transition toward a more sustainable circular economy model. Today, the circular economy concept continues to evolve and gain global traction, with governments, businesses, and organizations embracing its principles to reduce the environmental impact (Prieto-Sandoval, Jaca, and Ormazabal 2018), as exemplified by the EU’s 2015 Circular Economy Action Plan (European Commission 2023), which emphasizes waste reduction, increased recycling, and sustainable production and consumption.

In its modern interpretation, the idea of the circular economy is rooted in sustainability, waste reduction, and resource efficiency principles. Due to the elusive nature and comprehensiveness of its scope, definition of the circular economy is still imprecise (Kirchherr, Reike, and Hekkert 2017). In general, circular economy frameworks converge around the notion of different ways to ensure materials stay in the consumption loop for as long as possible, creating a regenerative system (Ellen MacArthur Foundation 2023), which can be represented by practical strategies referred to as the circular economy “Rs” (Geissdoerfer et al. 2017; Kirchherr, Reike, and Hekkert 2017; Korhonen, Honkasalo, and Seppälä 2018). One of the most referenced “R” representations considers reduce, reuse, and recycle as the basic building blocks for material circulation (Kirchherr, Reike, and Hekkert 2017). The concept is further refined by Potting et al. (2017) and van Buren et al. (2016), creating the 9Rs framework: refuse (R0), rethink (R1), reduce (R2), reuse (R3), repair (R4), refurbish (R5), remanufacture (R6), repurpose (R7), and recover (R9). Consequently, this article adopts the following definition of the circular economy, adapted from the Ellen MacArthur Foundation (2023) and Potting et al. (2017): Circular economy describes a system that is regenerative and aims to ensure materials stay in the consumption loop as long as possible, by implementing strategies considering activities of refuse, rethink, reduce, reuse, repair, refurbish, remanufacture, repurpose, and recover.

Complementary to the concept of the circular economy is the broader construct of sustainability (Corvellec, Stowell, and Johansson 2022), built around three main dimensions: environmental, social, and economic sustainability (Giovannoni and Fabietti 2013). Sustainability can be defined as a framework

that ensures human activities are in harmony with the natural world and can indefinitely continue while promoting human well-being and equitable development (Giovannoni and Fabietti 2013). The circular economy is a key component of this sustainability framework, focusing on waste minimization and resource efficiency (Giovannoni and Fabietti 2013; Kirchherr, Reike, and Hekkert 2017).

The dynamic process of the circular economy to achieve sustainability can vary in intensity, depending on the extent to which each of the 9Rs is introduced to redefine how products are designed, used, and repurposed within an economic system (Saidani et al. 2019). This adaptability makes the circular economy an essential consideration, especially in industries with a significant environmental impact, such as the fashion industry (Shevchenko et al. 2023). Consumers also play a pivotal role in shaping the environmental impact through their consumption habits (Kerkhof, Nonhebel, and Moll 2009). Steering them away from the prevalent consumeristic culture (McCullough 2010) toward sustainable choices is crucial for successful sustainability (Eastman, Iyer, and Dekhili 2021). Therefore, it is urgent to understand consumer motivations and responses to the circular economy and sustainability efforts (Kamal et al. 2022; Nazlı 2021; Shevchenko et al. 2023).

### 2.2 | Sustainable Luxury Fashion

The luxury fashion landscape is undergoing significant shifts to align itself with the emerging trend for sustainability (Amatulli et al. 2020; Mohr, Fuxman, and Mahmoud 2022), to mitigate fashion’s role as the second-highest contributor to global carbon emissions (Shashi et al. 2021). Traditionally, the luxury appeal centered around quality, high prices, exclusiveness, and storytelling (Ko, Costello, and Taylor 2019). However, recent work emphasizes the growing importance of incorporating sustainability to respond to consumers’ increased demand for environmentally friendly fashion (Dekhili, Achabou, and Alharbi 2019; Kapferer and Michaut-Denizeau 2017; Mohr, Fuxman, and Mahmoud 2022). Amidst this, luxury fashion brands are undertaking numerous initiatives to highlight their shift toward sustainability. One notable effort is the 2019-launched Fashion Pact by Kering’s CEO François-Henri Pinault, addressing environmental concerns in fashion (The Guardian 2019). While non-binding, it encourages pact members like luxury brands Kering, Chanel, Prada, Ralph Lauren, and Burberry to embrace sustainable practices.

However, implementing sustainability in luxury fashion is challenging due to the lack of a clear and universally accepted definition of “sustainability” (Athwal et al. 2019). The absence of regulation allows brands to employ a broad range of terms like eco-, green-, or ethical-fashion (Mohr, Fuxman, and Mahmoud 2022), enabling them to make ambiguous or unverified claims (European Parliament 2023). The practice of greenwashing, where organizations make misleading environmental sustainability claims, has been studied in the luxury fashion context by Kapferer (2010) and Kong, Witmaier, and Ko (2021), concluding that past instances of greenwashing create distrust among luxury consumers, hindering them from actively engaging in sustainable purchases.

There has been little scrutiny of sustainable practices in the luxury fashion sector, where consumers often assume luxury inherently embodies sustainability because of its prestige and high value (Kapferer and Michaut-Denizeau 2020). This perception creates the “Fallacy of Clean Luxuries,” as Davies, Lee, and Ahonkhai (2012) highlighted, with consumers overlooking sustainability claims, assuming luxury has a negligible environmental impact. However, recent shifts reveal a changing landscape in which luxury organizations, seemingly adopting sustainable choices, now face criticism for their environmentally damaging actions, including destroying unsold stock to sustain luxury prices or generating significant pollution from manufacturing (Campos Franco, Hussain, and McColl 2020). These criticisms fuel a call for more academic inquiry into the authenticity of these organizations’ sustainable business practices (Athwal et al. 2019).

The relationship between sustainability and luxury fashion appears complex from a consumer psychology standpoint. Traditionally, the prevailing notion suggests that luxury is fundamentally incompatible with sustainability due to its excessive and superfluous nature (Athwal et al. 2019; Mohr, Fuxman, and Mahmoud 2022). Moreover, numerous studies highlight the recurring attitude–behavior gap in sustainable consumption, in which despite expressing support for sustainability, consumers often fail to align their purchasing behavior with these stated preferences (Eastman, Iyer, and Dekhili 2021; Hassan, Shiu, and Shaw 2016; Park and Lin 2020; Wiederhold and Martinez 2018). Researchers struggle to reach a consensus regarding the impact of sustainability on the perception of luxury fashion consumption. Nevertheless, it is worth exploring sustainability within luxury fashion, owing to luxury’s expanding allure and growth. The luxury fashion industry in 2023 is valued at US\$111.50 bn, and is expected to grow by 3.39% over the next 5 years (Statista 2023). Adoption of the circular economy and sustainability is likely to have a trickle-down effect in lower-tier fashion industries, like mass-tige and fast-fashion (Athwal et al. 2019; Mohr, Fuxman, and Mahmoud 2022).

### 2.3 | Circular Luxury Fashion

As shown in Figure 1, the circular economy and the 9Rs frameworks provide the necessary depth and specificity lacking in the research on sustainability to comprehensively address the environmental impact of the luxury fashion industry (Kirchherr, Reike, and Hekkert 2017). However, there are often cited elements of luxury fashion that successfully integrate with the circular economy—such as its quality and long-lasting nature (Kapferer and Michaut-Denizeau 2017), its reparability (Kapferer 2010), reusability (Turunen, Cervellon, and Carey 2020), or its timelessness (Donzé and Wubs 2019). These qualities make luxury fashion less prone to fashion obsolescence and over-consumeristic patterns (McCollough 2010) but are often disregarded. Consequently, the scientific literature on the circular economy and luxury fashion consumption remains underdeveloped (Corvellec, Stowell, and Johansson 2022; Mishra, Jain, and Jham 2021), leaving the connections between these concepts underexplored and ambiguous (Bundgaard and Huulgaard 2019).

Conversely, linking the circular economy to luxury fashion also faces hurdles. Insofar as luxury is considered nonessential, its consumption may be considered dispensable and contradictory to the circular economy principle of refuse (Athwal et al. 2019). This is further intensified by luxury brands fueling consumeristic patterns by releasing numerous collections annually—for example, Chanel launches 10 new collections each year (CHANEL 2023). Furthermore, achieving complete material circularity in many luxury fashion items—like garments, shoes, or bags—is unlikely due to the physical wearability of natural materials like leather or textiles (Corvellec, Stowell, and Johansson 2022).

As sustainability gains momentum, so does the circular economy among luxury fashion consumers, who increasingly search for circular options to reduce their environmental impact (Pai, Laverie, and Hass 2022). This shift is evident in the thriving second-hand market (Slaton and Hurst 2023), projected to grow at a CAGR of 15.5% until 2026 (Deloitte 2020), fostering the emergence of vintage multinationals like the RealReal, or luxury brands taking charge of their vintage sales, as seen on Gucci Vault. Established luxury fashion houses now prominently feature special mentions of circularity initiatives in their annual reports (Hermes 2021; LVMH 2021). Additionally, emerging luxury brands like Marine Serre, founded in 2017 with a focus on upcycling, and Phoebe Philo, launched in October 2023 with a focus on curbing overconsumption and waste (Phoebe Philo 2023), are built from the start based on circular principles.

Recently, the circular economy and sustainability have been receiving increasing attention in the specific area of luxury fashion (Shashi et al. 2021), driven by the potential not only to mitigate its environmental impact but also to serve as an example for the full fashion sector (Mohr, Fuxman, and Mahmoud 2022), showing how these terms can coexist. Nevertheless, a comprehensive overview of how the circular economy and sustainability are addressed in luxury fashion consumption is still lacking. This article seeks to bridge this research gap through a systematic literature review to answer the following research questions (RQs):

**RQ1.** *What research currently exists on the intersection of the circular economy, sustainability, and luxury fashion consumption?*

**RQ2.** *What are compelling research agendas in this field of study?*


Despite growing attention to the circular economy among luxury fashion brands and consumers, there is still a lack of research concerning its influence and that of its 9Rs on consumer behavior (Shevchenko et al. 2023), which justifies our final RQ:

**RQ3.** *How have previous studies peripherally or directly explored each of the 9Rs of the circular economy in luxury fashion consumers?*

## 3 | Methodology

To enhance the structure of our systematic literature review, we heeded the advice of Paul et al. (2021) to employ a

9Rs of circular economy	Common discussions in luxury fashion consumption
R0 Refuse	Refuse fashion overconsumption by being minimalistic, investing in quality fashion items rather than quantity, prioritizing essential purchases.
R1 Rethink	Rethink innovative alternatives to increase consumers' value creation of fashion products (for example co-creation) and usage (for example renting, second-hand).
R2 Reduce	Embrace slow-fashion trends with fewer variations of fashion items and collections launched, prioritizing durable fashion choices to buy less.
R3 Reuse	Give used fashion items a second chance by reselling them to others, which empowers the role of consumers by taking an active role in the fashion economy.
R4 Repair	Luxury fashion items, known for their durability and emotional attachment to owners, show a greater inclination towards repair. The holistic area encompassing repair, refurbishment, and remanufacture remains largely unexplored in research but holds promise, particularly in how repair contributes to value creation for consumers. It signifies that while these products may be more expensive, their longevity and available repair services justify the investment, prolonging their natural lifespan.
R5 Refurbish	
R6 Remanufacture	
R7 Repurpose	Consumers perceive upcycled materials in fashion creations as innovative, and the previous history of these materials enhances their perceived value.
R8 Recycle	It can be perceived as lower quality. To position recycling effectively, it should be linked to innovative crafting or information about the origins of materials.
R9 Recover	This aspect of fashion is taboo, often exploited by brands to create artificial scarcity or to dispose of unwanted inventory— unexplored area for research.

 Underexplored research areas that demand more attention in future research.

**FIGURE 1** | 9Rs of circular economy in luxury fashion.

framework-based methodology known for enhancing clarity and comprehensive coverage in reviews. As recommended by Paul and Menzies (2023), we opted for the TCCM framework by Paul and Rosado-Serrano (2019) for its proven ability to create impactful reviews through its structured approach, facilitating systematic categorization, essential insight extraction, research gap identification, and guidance for future research directions (Aaltonen 2020; Billore and Anisimova 2021; Paul and Barari 2022; Srivastava, Singh, and Dhir 2020; von Wachenfeldt 2021).

The initial aim of the review was to explore a single area to conduct a systematic literature review of added value to advance knowledge. Despite the potential of the circular economy and sustainability to drive responsible consumer behavior in the luxury industry (Gupta, Shin, and Jain 2022), a review of the existing literature on the subject (Athwal et al. 2019; Osburg et al. 2021; Shashi et al. 2021) showed that no study has provided a complete review of the luxury consumer in association with the circular economy and sustainability. To the best of our knowledge, this study is the first on this topic.

To ensure the comprehensive assembly of research papers on our subject, a search string of “luxury” and “consum\*” and (“refuse”

or “rethink” or “reduce” or “reuse” or “repair” or “refurbish” or “remanufacture” or “repurpose” or “recycle” or “recover” or “circular economy” or “sustainability” or “green” or “upcycle\*” or “second hand” or “second-hand” or “slow fashion”) was employed in the Scopus database, which is considered a key bibliometric database (Paul and Criado 2020) with the highest coverage of indexed research articles (Srivastava, Singh, and Dhir 2020).

The initial search, in April 2024, using the search string within the title, abstract, and keywords and not including any publication year cut-off, yielded 691 papers. Based on the scope of this review, only journal articles and reviews written in English and Scopus's subject areas of “business, management, accounting” and “economics, econometrics, and finance” (Paul, Khatri, and Kaur Duggal 2023) were selected, giving a total of 237 papers. The search was further refined by selecting articles published in top journals with a minimum rank of 2 stars or above in the *Journal Quality List of the Association of Business Schools* (Paul and Criado 2020). This refinement resulted in 118 articles. Next, each paper was screened based on its abstract, and only those studying luxury fashion topics from the perspective of the circular economy and the consumer were considered. The process resulted in the selection of 44 articles.

We looked for potential new references in the reference list of the articles analyzed and added 13 relevant research papers to our previous list. The final sample of 57 articles was then analyzed, and the findings are presented in the results section. The review process is shown in Figure 2.

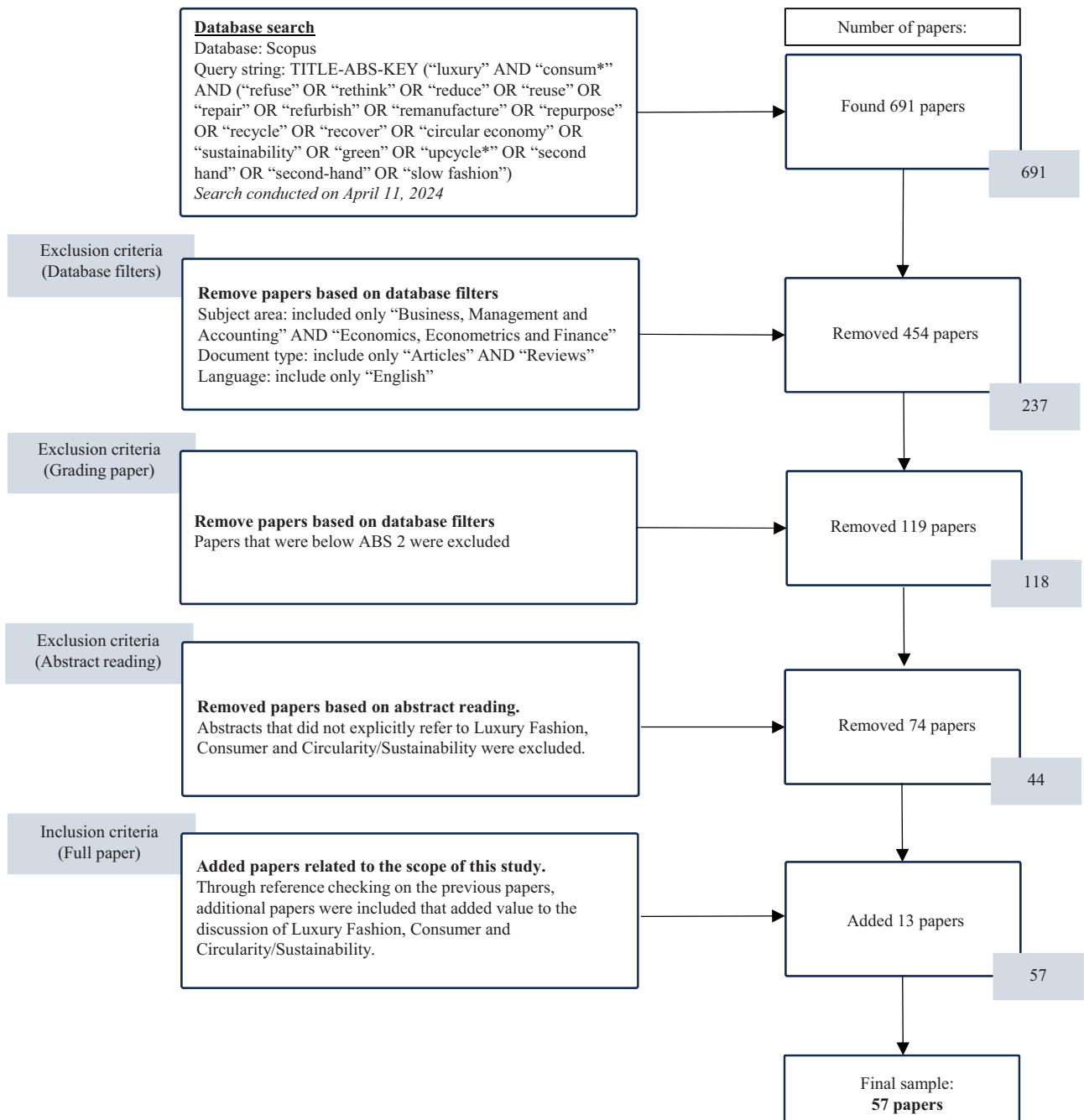
## 4 | Results

This section includes our analysis of publication trends, including year of publication, publication outlets, most cited articles, and the TCCM framework analysis results.

## 4.1 | Descriptive Analysis

### 4.1.1 | Year of Publications

Considering that research on sustainability and luxury consumer behavior is still in its early stages (Athwal et al. 2019; Gupta, Shin, and Jain 2022), it is no surprise that the earliest study included in our review only dates back to 2012 (see Table 1). The research scope is emerging and relevant, as shown by the fast pace of knowledge creation within the past 5 years ( $n = 44, 77\%$ ), which started gaining momentum shortly after the inception of the U.N. sustainable development goals (SDGs) in 2015.



**FIGURE 2** | Summary of the review process.

#### 4.1.2 | Publication Outlets

Table 2 presents the main journals dealing with the research on CE, sustainability, and luxury consumption regarding the articles included in our review. The studies were published in 23 different journals, including the *Journal of Business Research* ( $n=8$ , 14%), *Journal of Business Ethics* ( $n=6$ , 11%), *International Journal of Retail and Distribution Management* ( $n=5$ , 9%), and *Journal of Cleaner Production* ( $n=5$ , 9%), the four most frequently used.

#### 4.1.3 | Citation Analysis

To analyze the importance of the articles in our review sample, we used the total global citations (TGC) and the total local citations (TLC) scores. Both scores provide valuable information about the interdisciplinarity of the papers in the research sample (Grilo and Moreira 2022). TGC represents the number of times an article has been cited within Scopus and is complimented by TLC, which denotes the times an article has been cited within the sample in our review. Table 3 shows the top 10 most cited articles in our sample, ranked by TGC, and includes TGC/t and TLC/t scores. The result shows that the work by Achabou and Dekhili (2013) is the most relevant, with 219 overall citations (22 per year) and 31 local citations (3 per year).

### 4.2 | TCCM Framework Analysis

#### 4.2.1 | Theory Analysis

A sound theory enables researchers to contribute meaningfully to both theory and practice (Stoner, Felix, and Stadler Blank 2023). Research on the circular economy and sustainability in the luxury industry draws on various theories, frameworks, and paradigms from marketing, psychology, and communication. Particularly, 26% ( $n=15$ ) of the papers in this review are based on a given theory. Table 4 provides an overview of the research articles based on specific theories.

Heider's (1946) balance theory stands out as one of the most commonly applied in the field. The theory suggests that people strive for psychological well-being by aligning their attitudes, beliefs, and behaviors to reduce inconsistencies. For example, Han, Seo, and Ko (2017) employed this theory to assert that staging memorable consumer experiences in sustainable fashion consumption settings positively influences consumer attitudes toward sustainable consumption. Building on the same theory, Carranza et al. (2022) investigated the impact of psychological imbalances on adopting green luxury consumption. Their findings highlight the crucial role of enablers, such as consumers' green identity and perceived readiness, in driving sustainable consumption, contrasting with disablers like greenwashing and skepticism, which hinder acceptance. Their research further highlights the significance of clear, explicit communication of environmental benefits in fostering positive attitudes toward green luxury. Klaus, Manthiou, and Luong (2022) used Heider's (1946) theory to explore the relationship between luxury and sustainability in consumer attitudes. Their results reveal a growing interest among consumers in sustainable luxury and emphasize the critical need

for luxury brands to integrate sustainability into their identity and marketing strategies.

Various theories have been employed to understand the multifaceted role of sustainability and the circular economy within luxury consumption. For instance, Cervellon (2013) employed Pierce's and Greimas's paradigms, which guide research in semiotics (e.g., signs and symbols), to explore the link between logos and wealthy consumers' purchasing behavior. The study found that higher logo presence in luxury products correlates with increased expectations among wealthy consumers for brands to engage in philanthropic efforts. Amatulli et al. (2018) elaborated on this by employing the four-dimensional model of CSR, which encompasses philanthropic responsibility, to illustrate that communicating philanthropic initiatives positively influences consumer purchase intentions.

Understanding consumers' willingness to buy sustainable luxury is pivotal in promoting sustainable behavior. The implementation of various behavioral theories broadens research in this field. Eastman, Iyer, and Dekhili (2021) used the costly signaling theory, which affirms that individuals show their desirable traits through actions that are costly to fake, to illustrate how they use luxury consumption to signal their positive attributes. The study revealed that signaling motivated consumers' engagement in sustainable behaviors, mediated by their desire for unique luxury products. Additional studies have employed behavioral theories such as consumption values theory, the theory of planned behavior, and self-determination theory to elucidate the cognitive processes influencing the willingness to buy sustainable luxury products (Essiz and Senyuz 2023; Kaur et al. 2022; Mishra, Jain, and Jham 2021).

In addition to these theoretical approaches, the analysis reveals the use of other specific theories tailored for studying sustainable luxury fashion consumption. For example, Luo et al. (2022) used sustainability communication theory, which emphasizes clear articulation of sustainability issues and actionable solutions, to conclude that communications are more effective in influencing consumption in this field when aligned with consumers' existing sustainable values and lifestyles. By employing social judgment theory, which explores the factors that lead individuals to accept, reject, or remain indifferent to information, Grazzini, Acuti, and Aiello (2021) investigated the role of sustainable product attributes in consumer acceptance, confirming that communicating these attributes can influence consumer purchase intentions.

#### 4.2.2 | Context Analysis

Thirty-four studies focused on a specific fashion product in the luxury fashion industry. Garments were the primary research focus ( $n=26$ , 46%), reflecting their status as the most consumed luxury item and their significant environmental impact (Sun, Bellezza, and Paharia 2021). In this context, second-hand luxury fashion has gained considerable attention, with studies highlighting key factors driving consumption, including sustainability concerns (Kessous and Valette-Florence 2019; Tangri and Yu 2023), value-for-money expectations (Cervellon, Carey, and Harms 2012; Turunen, Cervellon, and Carey 2020; Turunen and Pöyry 2019), and aspirations for social advancement (Kessous and Valette-Florence 2019; Ki et al. 2024). Nonetheless, concerns regarding hygiene perceptions continue to impede the

**TABLE 1** | Evolution of published articles over time.

Year of publication	Number of articles	Total %
2024	1	1.8
2023	5	8.8
2022	12	21.1
2021	15	26.3
2020	4	7.0
2019	7	12.3
2018	3	5.3
2017	4	7.0
2015	1	1.8
2014	1	1.8
2013	2	3.5
2012	2	3.5
Total	57	100.0

uptake of second-hand garments (Silva et al. 2021; Tangri and Yu 2023). Other luxury fashion products researched included accessories such as bags (Kim, Park, and Septianto 2022), watches (De Angelis, Adıgüzel, and Amatulli 2017; Pai, Laverie, and Hass 2022), and jewelry (Moraes et al. 2017).

Regarding the cultural context, 20 studies provided details of respondents' origins. The United States was the most frequently cited country ( $n = 6$ , 11%), followed by France ( $n = 5$ , 9%), China ( $n = 3$ , 5%), and the United Kingdom ( $n = 3$ , 5%). A deeper analysis at the country level reveals that seven studies were performed in multiple countries. Research following a multi-cultural approach enriches the field of sustainable luxury fashion consumption by helping to understand the intricate role of culture in sustainable consumption motivation (Carranza et al. 2022; Diallo et al. 2021). Kong, Witmaier, and Ko (2021) found that in a comparison between Korean and German respondents, sustainability claims in luxury brands had a distinctively negative impact on Korean respondents, considerably affecting their motivation to recommend such brands. Expanding on these results, Wang et al. (2021) observed similar disparities between United Kingdom and Chinese respondents in a sustainable fashion study. Consequently, they stressed the need to effectively align marketing strategies with consumers' values to address cultural differences.

#### 4.2.3 | Analysis of Variables' Characteristics

Analyzing variables in research studies gives valuable insights for theory development (Paul and Rosado-Serrano 2019). Table 5 synthesizes commonly used variables in studies on the circular economy, sustainability, and luxury fashion consumption.

In terms of dependent variables, willingness to buy stands out as the most predominant variable in research ( $n = 19$ , 33%). In

consumer research, willingness to buy serves as a critical indicator of luxury consumers' inclination to invest in sustainable products, signaling their readiness to embrace environmentally-friendly luxury items. For example, Amatulli et al. (2018) investigated how luxury consumers are motivated to purchase sustainable products, highlighting the efficacy of a company's external sustainability communications in activating the conspicuousness need inherent in luxury consumers. However, caution is advised for luxury fashion companies regarding their sustainable claims, as these can trigger negative consumer perceptions fueled by suspicions of greenwashing, leading to skepticism and ultimately reducing willingness to buy (Moraes et al. 2017). In this context, Essiz and Senyuz (2023) recommend that sustainability communication be factual and transparent to stimulate value creation in the minds of potential luxury consumers, thereby deterring suspicions and effectively enhancing motivation to buy.

Regarding independent variables, 21 (37%) studies centered around communication of the circular economy or sustainable themes, covering a wide range of messages. Adıgüzel and Donato (2021) found that within luxury fashion branding, upcycling motifs resonated more with consumers, reflecting its perceived novelty and innovation in design compared with recycling, which was often seen as incongruent with luxury values. These findings were later supported by Hemonnet-Goujot, Kessous, and Magnoni (2022), who explained that the preference for upcycling over recycling in luxury contexts may stem from the stigma attached to recycling as being associated with used materials. In contrast, upcycling is viewed as an innovative reimagining of materials with newfound value, thus garnering greater acceptance among luxury consumers. Moreover, second-hand motifs have been prominent independent variables in research on sustainable luxury consumption. For instance, Cervellon, Carey, and Harms (2012) examined the influence of second-hand versus vintage communication themes on purchase motivation. They discovered that vintage themes resonated with certain luxury consumers by adding narrative and historical value to fashion items. At the same time, purely second-hand communication appealed primarily to economically driven consumers seeking value for money.

#### 4.2.4 | Analysis of Methodologies

We reviewed 57 studies to identify the most used methods for data analysis. An overview of these methods is presented in Table 6, with their distribution detailed in Table 7.

In sustainability and circular economy research in luxury fashion consumption, most studies (67%,  $n = 38$ ) use quantitative methods. For instance, Dekhili, Achabou, and Alharbi (2019) conducted a regression analysis to explore if information about product scarcity strengthens the connection between sustainability and perceptions of luxury, and contrary to their expectations, found no significant relationship. Kapferer and Michaut-Denizeau (2020) employed regression analysis in a study to challenge the preconception that millennials are notably more responsive to sustainable luxury products. Their findings revealed no significant difference in sensitivity between younger and older generations.

**TABLE 2** | Publication outlets.

Publication source	Articles in this review	Total %
<i>Journal of Business Research</i>	8	14.0
<i>Journal of Business Ethics</i>	6	10.5
<i>International Journal of Retail and Distribution Management</i>	5	8.8
<i>Journal of Cleaner Production</i>	5	8.8
<i>Business Strategy and the Environment</i>	3	5.3
<i>International Journal of Consumer Studies</i>	3	5.3
<i>Journal of Brand Management</i>	3	5.3
<i>Journal of Retailing and Consumer Services</i>	3	5.3
<i>Journal of Strategic Marketing</i>	3	5.3
<i>Psychology and Marketing</i>	3	5.3
<i>Journal of Advertising</i>	2	3.5
<i>Strategic Change</i>	2	3.5
<i>European Business Review</i>	1	1.8
<i>European Journal of Marketing</i>	1	1.8
<i>International Journal of Management Reviews</i>	1	1.8
<i>International Journal of Market Research</i>	1	1.8
<i>International Journal of Research in Marketing</i>	1	1.8
<i>International Marketing Review</i>	1	1.8
<i>Journal of Macromarketing</i>	1	1.8
<i>Journal of Marketing</i>	1	1.8
<i>Journal of Marketing Theory and Practice</i>	1	1.8%
<i>Society and Business Review</i>	1	1.8
<i>Thunderbird International Business Review</i>	1	1.8
Total	57	100.0

Another prevalent quantitative method used in the selected studies was structural equation modeling. A recent study by Essiz and Senyuz (2023) used this approach to explore purchase intentions for sustainable luxury products. They found that variables like product functionality, emotional resonance, self-expression, and green values greatly influence this segment. Furthermore, Tan (2023) and Tangri and Yu (2023) recently adopted a similar methodological approach to explore motivators for boycotting or dissuading luxury fashion consumption. Brand-perceived hypocrisy emerged as a significant factor in both studies.

Qualitative research was also prominent ( $n=18$ , 32%). For instance, Turunen and Pöyry (2019) conducted semi-structured interviews with amateur second-hand sellers and found that selling second-hand luxury fashion can empower consumers. Slaton and Hurst (2023) combined interviews and descriptive statistics in a mixed-method approach to explore luxury perceptions among millennials. The study's implications suggest that sustainable luxury fashion brands should align their products

with millennial preferences, emphasizing quality, pricing, and experiential aspects identified in the study.

## 5 | Discussion

This section discusses how previous studies have peripherally or directly explored each of the 9Rs of the circular economy in luxury fashion consumers. In the following subsections, we delve into each circular economy principle, exploring its nuances, implications, and contributions to luxury fashion consumption. Table 8 presents a comprehensive verbal matrix, elucidating alternative circular economy terminologies found within the literature and linking each term to its corresponding 9R principle. This matrix serves as a fundamental reference to establish unanimity in the discussion. Table 9 contributes an overview of pivotal research articles in luxury fashion consumption that directly engage with circular economy themes, offering insights into the research focus and findings.

TABLE 3 | Ranking of top 10 articles.

Rank	Authors	Title	Publication source	TGC	TGC/t	TLC	TLC/t
1	Achabou and Dekhili (2013)	Luxury and sustainable development: Is there a match?	<i>Journal of Business Research</i>	219	22	31	3
2	Cervellon, Carey, and Harms (2012)	Something old, something used: Determinants of women's purchase of vintage fashion vs second-hand fashion	<i>International Journal of Retail and Distribution Management</i>	168	15	8	1
3	Kapferer and Michaut-Denizeau (2017)	Is luxury compatible with sustainability luxury consumers' viewpoint	<i>Journal of Brand Management</i>	135	15	20	2
4	Han, Seo, and Ko (2017)	Staging luxury experiences for understanding sustainable fashion consumption: A balance theory application	<i>Journal of Business Research</i>	111	19	13	2
5	Athwal et al. (2019)	Sustainable luxury marketing: A synthesis and research agenda	<i>Journal of Management Reviews</i>	125	31	16	4
6	Amatulli et al. (2019)	The Effect of Negative Message framing on green consumption: An investigation of the role of shame	<i>Journal of Business Ethics International</i>	108	27	2	1
7	Amatulli et al. (2018)	Consumers' perceptions of luxury brands' CSR initiatives: An Investigation of the role of status and conspicuous consumption	<i>Journal of Cleaner Production</i>	91	18	4	1
8	Kong, Witmaier, and Ko (2021)	Sustainability and social media communication: How consumers respond to marketing efforts of luxury and nonluxury fashion brands	<i>Journal of Business Research</i>	91	46	0	0
9	De Angelis, Adigüzel, and Amatulli (2017)	The role of design similarity in consumers' evaluation of new green products: An investigation of luxury fashion brands	<i>Journal of Cleaner Production</i>	88	15	8	1
10	Kapferer and Michaut-Denizeau (2020)	Are millennials more sensitive to sustainable luxury? A cross-generational international comparison of sustainability consciousness when buying luxury	<i>Journal of Brand Management</i>	72	24	11	4

**TABLE 4** | Theories underpinning the findings in the sample.

Theory	No of articles	Author
Art infusion theory	1	Quach et al. (2022)
Balance theory (Heider 1946)	3	Carranza et al. (2022); Han, Seo, and Ko (2017); Klaus, Manthiou, and Luong (2022)
Consumer–brand relationship framework	1	Hemonnet-Goujot, Kessous, and Magnoni (2022)
Consumption values theory	1	Essiz and Senyuz (2023)
Costly signaling theory	1	Eastman, Iyer, and Dekhili (2021)
Expectancy theory	1	Tangri and Yu (2023)
Four-dimension model of CSR	1	Amatulli et al. (2018)
Life history theory	1	Kim, Park, and Septianto (2022)
Peirce's and Greimas' paradigms	1	Cervellon (2013)
Planned behavior theory	1	Kaur et al. (2022)
Practice theory	1	Moraes et al. (2017)
Reasoned action theory	1	Mishra, Jain, and Jham (2021)
Self-determination theory	1	Mishra, Jain, and Jham (2021)
Social judgment theory	1	Grazzini, Acuti, and Aiello (2021)
Sustainability communication theory	1	Luo et al. (2022)

## 5.1 | Refuse

In consumer behavior, refuse refers to rendering a product unnecessary by making its function obsolete or offering an alternative solution (Potting et al. 2017). This concept challenges established norms within luxury fashion, such as the need for traditional wallets when smartphones can efficiently carry payment and ID cards. It further questions the entire premise of the luxury fashion industry, as consumers associate luxury items with superficiality, deeming them entirely unnecessary (Kapferer and Michaut-Denizeau 2017). This tendency toward overconsumption is further fueled by luxury fashion brands releasing an increasing number of collections throughout the year (InStyle 2020). Ironically, while these brands express concerns about overconsumption in their communication and mention alignment with circular strategies, their actions, such as burning overproduction, suggest otherwise (Napier and Sanguinetti 2018).

According to Sun, Bellezza, and Paharia (2021), luxury brands play a pivotal role in educating consumers about choosing durable, quality products to promote responsible consumption. Moreover, these brands need to reassess their product offering strategies by reducing choices that fuel overconsumption. In fact, luxury consumers increasingly refuse to engage in unsustainable luxury fashion purchases driven by political, minimalist, or environmental ideologies (Athwal et al. 2019; Tan 2023). However, despite their intentions to resist consumeristic trends by avoiding unnecessary items, studies highlight an attitude–behavior gap (Hassan, Shiu, and Shaw 2016; Park and Lin 2020; Wiederhold and Martinez 2018). Sun, Bellezza, and Paharia (2021) suggest, based on a study involving 421 US

consumers, that garment consumers prefer to buy more items, albeit of lower quality, indicating neglect for durability.

The choice to refuse remains significantly underexplored in consumer behavior within luxury fashion and across industries. This is evident in the scarcity of research and the absence of brand innovations centered around the refuse strategy. Questions arise regarding the economic viability of circularity through a strict refuse strategy that could potentially eliminate consumption. Thus, further research is crucial to explore this concept and specifically investigate how luxury fashion brands can adopt a refuse strategy that is commercially viable and resonates with consumers. Likewise, additional research is needed to examine how luxury fashion influences the consumeristic strategies of fast fashion and how implementing refuse strategies within luxury brands might counter or weaken the influence of fast fashion on consumers.

## 5.2 | Rethink

The notion of rethink within luxury fashion denotes a shift toward strategies that maximize the use of fashion products (Potting et al. 2017). This paradigm shift has sparked innovative approaches that leverage rethinking practices to foster circularity within luxury fashion consumption. For instance, co-creation strategies present an innovative rethinking concept in luxury fashion consumption. By facilitating the customization of luxury products, they foster a deeper emotional attachment among consumers, thereby proving to be a motivating factor for prolonged usage of these luxury items (Achabou and Dekhili 2013).

**TABLE 5** | Variables widely used in the studies.

	<b>Dependent variable</b>	<b>Independent variable</b>
Willingness to buy	Achabou and Dekhili (2013); Adigüzel and Donato (2021); Amatulli, De Angelis, and Donato (2021); Amatulli et al. (2018); Carranza et al. (2022); Essiz and Senyuz (2023); Grazzini, Acuti, and Aiello (2021); Han, Seo, and Ko (2017); Kapferer and Michaut-Denizeau (2020); Kaur et al. (2022); Ki et al. (2024); Kim, Park, and Septianto (2022); Mishra, Jain, and Jham (2021); Moraes et al. (2017); Silva et al. (2021); Sun, Bellezza, and Paharia (2021); Sun et al. (2022); Tangri and Yu (2023); Turunen, Cervellon, and Carey (2020)	
Brand attitude	De Angelis, Adigüzel, and Amatulli (2017); Hemonnet-Goujot, Kessous, and Magnoni (2022); Quach et al. (2022)	
Sustainability perception	Costa Pinto et al. (2019); Klaus, Manthiou, and Luong (2022)	
Word of mouth	Amatulli et al. (2018); Amatulli et al. (2020); Kong, Witmaier, and Ko (2021); Septianto, Seo, and Zhao (2022); Tan (2023)	
Willingness to pay	Diallo et al. (2021)	
Communication circular economy or sustainable values		Achabou and Dekhili (2013); Adigüzel and Donato (2021); Amatulli, De Angelis, and Donato (2021); Amatulli et al. (2018); De Angelis, Adigüzel, and Amatulli (2017); Arrigo (2018); Cervellon, Carey, and Harms (2012); Dekhili, Achabou, and Alharbi (2019); Grazzini, Acuti, and Aiello (2021); Hemonnet-Goujot, Kessous, and Magnoni (2022); Ki et al. (2024); Kong, Witmaier, and Ko (2021); Mishra, Jain, and Jham (2021); Moraes et al. (2017); Pai, Laverie, and Hass (2022); Septianto, Seo, and Errmann (2021); Silva et al. (2021); Sun, Bellezza, and Paharia (2021); Tangri and Yu (2023); Tofighi, Grohmann, and Bodur (2020); Turunen, Cervellon, and Carey (2020)

In parallel, the emergence of the sharing economy, particularly the trend of renting, significantly democratizes luxury fashion (Pantano and Stylos 2020), broadening accessibility and redirecting consumers from unsustainable fast fashion toward more sustainable luxury choices. This shift aligns with the evolving consumer preference for ephemeral luxury experiences over long-term ownership (Christodoulides et al. 2021). Interestingly, deciding to rent luxury products is not solely driven by financial constraints. Even among wealthy consumers, the conscious preference for renting stems from the perception that it is a more circular path, and therefore, a more responsible alternative to traditional luxury consumption practices (Mishra, Jain, and Jham 2021).

Amidst the rise of co-creation and renting trends in luxury fashion, a critical gap persists in understanding the impacts of these rethink strategies on consumers. For instance, there is limited research on co-creation in luxury fashion and its ties to consumer behavior and the circular economy. Extra knowledge is needed on how luxury brands can transition their value-creation methods from product ownership to a sharing economy model (Vanhamme, Lindgreen, and Sarial-Abi 2023). Moreover, the widespread availability of rentals might erode luxury exclusivity (Hamilton and Tilman 1983), potentially hindering the implementation of circular renting practices. Therefore, a wider comprehension of consumer motivations behind luxury fashion rental is needed.

**TABLE 6** | Principal methods in the research on sustainability, circular economy, and luxury.

Regression analysis	Mixed qualitative	Structural equation modeling	ANOVA	Factor analysis
Achabou and Dekhili (2013); Adigüzel and Donato (2021); Amatulli et al. (2020); Amatulli, De Angelis, and Donato (2021); De Angelis, Adigüzel, and Amatulli (2017); Dekhili et al. (2019); Kapferer and Michaut-Denizeau (2020); Kapferer and Michaut-Denizeau (2017); and Kong et al. (2021); Kong et al. (2021); Rolling Sun et al. (2021); Silva et al. (2022); Sun et al. (2021); Sun, Wang et al. (2022)	Amatulli et al. (2018); Cervellon (2013); Christodoulides et al. (2021); Han et al. (2017); Kessous and Valette-Florence (2019); Ki et al. (2024); Klaus et al. (2022); Lou and Nair (2009); Moraes et al. (2021); Poldner et al. (2017); Septianto et al. (2022); Silva et al. (2022); Slaton and Hurst (2023); Turunen et al. (2020); Turunen and Pöyry (2019)	Arrigo (2018); Carranza et al. (2022); Cervellon et al. (2012); Essiz and Senyuz (2023); Diallo et al. (2021); Johnson et al. (2018); Pai et al. (2022); Phau et al. (2022); Septianto et al. (2021); Tan (2023); Tangri and Ty (2023); Wang et al. (2021)	Amatulli et al. (2019); Cervellon (2012); Costa Pinto et al. (2019); Grazzini et al. (2021); Kim et al. (2022); Tofighi et al. (2020)	Amatulli et al. (2021); Eastman et al. (2021); Hemonnet-Goujot et al. (2022); Kaur et al. (2022); Mishra et al. (2021)

### 5.3 | Reduce

Reducing entails using fewer natural resources, and consequently, less energy, raw materials, and waste (Potting et al. 2017). In the luxury fashion context, this concept involves reducing both consumer-owned products and those offered by brands.

Quality and durability, inherent to luxury fashion items (Kapferer and Michaut-Denizeau 2017; Kim, Park, and Septianto 2022; Moraes et al. 2017; Sun, Bellezza, and Paharia 2021), significantly contribute to diminishing consumption by prolonging product lifespan and reducing the need for replacements (Bundgaard and Huulgaard 2019). The philosophy of slow fashion aligns with the Reduce principle, advocating fewer but durable product choices designed for long-term use (Achabou and Dekhili 2013). It guides consumers toward embracing a circular mindset focused on owning fewer yet higher-quality products (López, Rangel-Pérez, and Fernández 2023). Despite the benefits, acceptance of slow fashion remains low, as Sun, Bellezza, and Paharia (2021) highlighted when suggesting that fashion consumers prioritize short-term gains over the long-term benefits of durable, higher-priced products. This tendency, known as “durability neglect,” leads to excessive purchases of lower-quality items that are swiftly discarded, perpetuating a cycle of re-purchasing. Therefore, understanding how slow fashion ideology, product quality, and durability appeal to consumers to reduce their fashion consumption is crucial in order to foster a more circular future.

Disseminating slow fashion ideology and educating consumers is pivotal in steering them toward products with better circular economy credentials. Han, Seo, and Ko (2017) reveal that consumers often lack the necessary information to make informed choices. Conversely, a large-scale behavioral experiment in the EU demonstrated that providing consumers with information on durability shifted consumption patterns toward more circular products (Suter et al. 2019). Sun, Bellezza, and Paharia (2021) suggest educating consumers about product durability, emphasizing the financial value of investing in quality to encourage consumers to buy less.

Guilt can also influence behavior, as shown in studies linking messaging about unsustainable luxury manufacturing to consumer guilt, leading to negative word-of-mouth (Amatulli, De Angelis, Pino, et al. 2021). However, guilt also needs to be further explored to understand how it can shape Reduced consumption behaviors.

### 5.4 | Reuse

In circular consumption, reuse refers to the continued use of products in good condition to fulfill their original purpose (Potting et al. 2017). The circular approach particularly resonates within luxury fashion, where items often maintain functionality thanks to their high quality and durability (Sun, Bellezza, and Paharia 2021). Furthermore, the higher price of luxury fashion items (Silva et al. 2022) coupled with their emotive narratives (Athwal et al. 2019) contribute to their re-sellability.

**TABLE 7** | Distribution of the most used research methods in our sample.

Method	Total %
Mixed qualitative	28.1
Regression analysis	21.1
Structural equation modeling	21.1
ANOVA	10.5
Factor analysis	8.8
Other	10.5
Total	100.0

Reuse in luxury fashion has significantly benefited from the rapid expansion of the second-hand market. Formerly associated with stigma, linked to brick-and-mortar thrift stores catering to limited budget constraints, it has evolved into a global trend, thanks to online platforms like eBay, Farfetch, or Depop, facilitating direct consumer-to-consumer resale of luxury items (Ki et al. 2024). While cost savings remain a primary motivator for second-hand buying (Cervellon, Carey, and Harms 2012; Silva et al. 2021, 2022; Tangri and Yu 2023), there is a notable shift in consumer attitudes, especially among younger demographics, who are increasingly drawn to second-hand luxury for its circularity and sustainability values (Ki et al. 2024; Turunen, Cervellon, and Carey 2020).

A new consumer archetype is emerging—the conspicuous sustainable consumer. This particular group uses second-hand luxury acquisitions to signal their status as conscientious consumers (Turunen, Cervellon, and Carey 2020). They perceive themselves as pivotal contributors to extending the lifespan of luxury products and feel empowered to assume a dual role within the circular economy by not merely consuming but actively reselling luxury fashion (Ki et al. 2024; Sun, Bellezza, and Paharia 2021). Beyond their commitment to circularity, they are equally driven by the investment prospects inherent in purchasing and reselling luxury fashion items (Turunen and Pöyry 2019).

Researchers emphasize communication and education's pivotal role in amplifying Reuse attitudes among luxury fashion consumers. In this aspect, Tangri and Yu (2023) and Cervellon, Carey, and Harms (2012) advocate directly promoting the environmental advantages of buying second-hand luxury goods to activate ecological consciousness among luxury consumers. Moreover, Christodoulides et al. (2021) underscore the significance of highlighting the investment potential entrenched in luxury fashion products.

Turunen and Pöyry (2019) suggest that promoting second-hand reuse activities can positively impact original luxury brands by nurturing heightened loyalty. Prospective investigations could delve into strategies initiated by luxury brands—such as buy-back programs, vintage reselling, or collaborations with online platforms—to discern their impact on augmenting brand affinity and consumer loyalty.

## 5.5 | Repair, Refurbish, and Remanufacture

In luxury fashion, the principles of repair, refurbishment, and remanufacturing converge, aiming to prolong an item's lifespan while preserving its original functionality, albeit with varying degrees of thoroughness (Morsetto 2020). Repair in luxury fashion involves rectifying defects to restore functionality (Ruiz-Pastor and Mesa 2023). Refurbishment focuses on rejuvenating older items and addressing signs of aging without necessarily tackling functionality issues (Bundgaard and Huulgaard 2019). Remanufacturing is the most comprehensive approach, as it requires complete disassembly, parts replacement, and meticulous reassembly to restore the product to its original functionality, often providing warranties akin to new products (Kirchherr, Reike, and Hekkert 2017).

The luxury fashion attributes of quality and durability (Dekhili, Achabou, and Alharbi 2019) align naturally with repair, refurbishment, and remanufacturing, as high-quality items are more likely to be worth repairing when damaged (McNeill et al. 2020). Luxury brands have strengthened their commitment to durability by offering branded repair services to their clientele (Kapferer 2010). Besides quality, researchers mention other attributes of luxury fashion that encourage consumer engagement in reparability. Bundgaard and Huulgaard (2019) observe that the higher price of luxury products fosters the belief in the value of repairing an expensive item over purchasing a new one. Additionally, studies highlight the role of emotional attachment in consumer repair decisions, as individuals often prioritize repairing items to which they have a sentimental connection (Korsunova, Heiskanen, and Vainio 2023; Ruiz-Pastor and Mesa 2023).

However, despite being a viable option, repair remains infrequent in the fashion industry due to insufficient customer information (Armstrong et al. 2015), concerns about repair service quality, and perceived costs (McCullough 2010). Suter et al. (2019) suggest that informing consumers about the advantages of durable or repairable products can encourage them to choose items with stronger circular economy credentials and increase their willingness to pay more for such products. Additionally, promoting emotional attachment to fashion items over fleeting trends can increase repair behavior (McNeill et al. 2020). Brands must also emphasize the significance of repair within a circular economy, as this might not be readily apparent to consumers (Korsunova, Heiskanen, and Vainio 2023). Future research should investigate the impact of communicating repair-related brand activities on the behavior of luxury fashion consumers and test their effectiveness in fostering circular consumption patterns.

## 5.6 | Repurpose

Within circular economy principles in luxury fashion consumption, repurposing implies the transformation of discarded materials into novel products with added value (Potting et al. 2017). It is closely related to the concept of upcycling (Adigüzel and Donato 2021), which is gaining popularity (Hemonnet-Goujot, Kessous, and Magnoni 2022). Several

**TABLE 8** | Alternative terminology used regarding the circular economy's 9Rs framework.

	<b>Refuse (R0)</b>	<b>Rethink (R1)</b>	<b>Reduce (R2)</b>	<b>Reuse (R3)</b>	<b>Repair (R4)</b>	<b>Refurbish (R5)</b>	<b>Remanufacture (R6)</b>	<b>Repurpose (R7)</b>	<b>Recycle (R8)</b>	<b>Recover (R9)</b>
Co-design	L									
Durability			L	L	L	L	L	L	L	
Longevity			L	L	L	L	L	L	L	
Maintenance					E	E	E			
Personalize	L									
Pre-loved				E						
Quality			L	L	L	L	L	L	L	
Recondition						E				
Renting	L			E						
Resell				E						
Second-hand				E						
Sharing	L			E						
Slow-fashion			E	L	L	L	L	L	L	
Upcycle								E		
Vintage				E						

*Note:* (E) Explicit link to a circular economy 9R theme. (L) Latent link to a circular economy 9R theme.

**TABLE 9** | Articles featuring circular economy themes and their findings.

<b>Authors</b>	<b>Circular economy 9Rs terms</b>	<b>Research focus</b>	<b>Research findings</b>
Achabou and Dekhili (2013)	Rethink, Reuse	Recycled materials in luxury purchases	Recycled luxury goods deter consumers despite environmental concerns; quality remains a top priority over brand responsibility for most luxury shoppers.
Adigüzel and Donato (2021)	Repurpose, Recycle	Upcycled and recycled luxury products	Luxury brands producing upcycled goods might lead to higher consumer willingness to buy than luxury brands producing recycled goods.
Amatulli et al. (2019)	Rethink, Reuse	Message framing for green products	Negatively framed messages are more effective in promoting pro-environmental behaviors driven by anticipated shame. Environmental concerns and the type of product promoted by our moderators.
Athwal et al. (2019)	Recycle, Reuse, Rethink, Rethink	Sustainable luxury research in marketing	Sustainability has become a pervasive issue in the luxury sector, and there is a growing but fragmented body of scholarly work on sustainable luxury marketing.
Bundgaard and Huulgaard (2019)	Reuse, Repair, Refurbish, Remanufacture, Recondition	Luxury products and circular economy	Supports the links between the inner circles in the circular economy (maintenance, repair, and reuse) and some of the core characteristics of luxury products.
Carranza et al. (2022)	Quality (cross-themed)	Drivers and barriers to green luxury consumption	Consumers' self-enhancement and self-transcendence impact the relationships between green enablers, disablers, and attitudes toward green luxury.
Cervellon, Carey, and Harms (2012)	Reuse	Motivations for second-hand and vintage clothing	Vintage consumers seek unique pieces with history, while second-hand consumers look for unique pieces at a good price, driven by frugality.
Christodoulides et al. (2021)	Reuse, Rethink	Luxury consumption in the sharing economy	The traditional view of ownership is challenged, and temporality is valued. Two types of sharing emerge. Value hedonism, hedonistic egoism, and hedonic escalation are drivers. Implications discussed.
Dekhili, Achabou, and Alharbi (2019)	Quality (cross-themed)	Sustainability information on quality perception	Sustainability information negatively impacts the perceived quality of luxury products. However, this result varies depending on the consumers' country of origin.
Grazzini, Acuti, and Aiello (2021)	Recycle	Sustainable product features in fashion	Sustainable attributes (recycled) boost purchase intentions. Pairing sustainability with luxury generates positive attitudes. Effective communication of sustainability strengthens consumer-brand relationships.
Han, Seo, and Ko (2017)	Reuse, Quality, and Durability (cross-themed)	Consumer experience in sustainable luxury	Developing and staging memorable consumer-centered experiences that orient consumers toward sustainable fashion product consumption encourages the consumers to achieve desired balance states.
Hemonnet-Goujot, Kessous, and Magnoni (2022)	Recycle, Repurpose	Recycled and upcycled materials in the luxury sector	Making a product's past identity salient boosts demand across repurposed products and is favorable for luxury consumers who feel special through the product's unique story.

(Continues)

TABLE 9 | (Continued)

Authors	Circular economy 9Rs terms	Research focus	Research findings
Kapferer and Michaut-Denizeau (2017)	Quality and Longevity (cross-themed)	Sensitivity of luxury buyers to Sustainability	Luxury buyers see luxury and sustainability as incompatible. Consumers see superficiality without alignment between a brand's values and sustainable principles.
Kapferer and Michaut-Denizeau (2020)	Quality and Longevity (cross-themed)	Generational Preferences in sustainable luxury	Millennials' sensitivity to sustainability in luxury is similar to that of older generations, and they also consider luxury and sustainability contradictory.
Keith and Silies (2015)	Repurpose, Slow-fashion (cross-themed)	Pre-consumer waste in new luxury textiles	Collaboration with materials producers and designers can create new products that have meaning that customers want.
Kessous and Valette-Florence (2019)	Reuse	Consumer relationships with luxury products	Second-hand purchasing of luxury products is linked to social climbing, eco-conscious concerns, brand heritage, and windfall.
Ki et al. (2024)	Reuse	Purchase determinants of online second-hand luxury	Choosing second-hand luxury over new is an eco-conscious consumption decision not to overconsume.
Kong, Witmaier, and Ko (2021)	Recycled, Quality (cross-themed), Reduce	Sustainability communication impact on purchase	Sustainability communication has a stronger impact on nonluxury brands in a cultural context with high awareness of sustainability needs.
Mishra, Jain, and Jham (2021)	Rethink, Reuse	Attitudes toward luxury fashion rent in millennials	Past sustainable behavior is positively associated with the attitude toward luxury fashion rental consumption in both India and the UAE.
Moraes et al. (2017)	Repurpose, Recycling	Methods of ethical luxury jewelry purchases	While some luxury jewelry buyers actively consider ethics, ethical concerns are not a significant factor in their purchase decisions for many others.
Osburg et al. (2021)	Durability and Quality (cross-themed)	Sustainable consumption in luxury	Ethical/sustainable luxury presents economic success and stakeholder engagement opportunities but faces compatibility and organizational resistance challenges. Further research is needed.
Pai, Laverie, and Hass (2022)	Recycle	Sustainability in luxury consumption	There is evidence of the value of sustainability and craftsmanship for authentic luxury brands that produce market offerings that elevate social-environmental well-being.
Phau, Akintimehin, and Lee (2022)	Repurpose	Consumer values for upcycled luxury	Instrumental values influence brand desirability compared to generic values. Terminal values have limited influence. Managerial implications focus on instrumental values for favorable brand desirability.
Silva et al. (2021)	Reuse	Barriers to luxury second-hand purchases	Social embarrassment is the factor that most negatively influences the purchase of second-hand garments, as well as the consumers' lack of knowledge regarding the available channels.
Silva et al. (2022)	Reuse	Motivators for pre-loved luxury consumption	Three types of behavior were identified: bargain hunting, treasure hunting, and individuality seeking.

(Continues)

TABLE 9 | (Continued)

Authors	Circular economy 9Rs terms	Research focus	Research findings
Sun, Bellezza, and Paharia (2021)	Refuse, Durability, Longevity and Slow-Fashion (cross-themed), Reuse, Rethink	Purchasing quantities. Quality vs. ordinary products	Consumers often prioritize purchasing multiple ordinary goods over fewer high-end products, partly due to product durability neglect—a tendency to overlook the lifespan of a product.
Sun et al. (2022)	Quality (cross-themed), Recycle	Millennials and vegan leather luxury purchase	Five factors influence millennials buying vegan leather luxury products: sustainability awareness, peer pressure, perceived conspicuousness, quality, and product esthetics.
Tan (2023)	Refuse	Reasons for luxury consumers' Buycott and boycott behaviors	While consumers view authenticity and hypocrisy as important, they are not completely significant in luxury brand activism as opposed to nonluxury brands
Tangri and Yu (2023)	Reuse	Motivators and barriers toward re-commerce of luxury fashion	Status consumption, nostalgia, and ecological motivators are not motivators for buying secondhand.
Turunen and Pöyry (2019)	Reuse	Second-hand luxury purchases	A new shopping dimension, resale value consciousness, emerged, emphasizing an investment-led, price-quality-conscious style related to impulse buying and brand consciousness.
Turunen, Cervellon, and Carey (2020)	Reuse	Meanings and values attached to selling luxury goods	The sale of used luxury items enabled the sellers' perceived higher social status and boosted their role as sustainable consumers.
Vanhamme, Lindgreen, and Sarial-Abi (2023)	Quality (cross-themed), Rethink, Reuse	Understanding ethical luxury consumption	Five segments of luxury consumers engage in ethical and ethical luxury consumption to varying extents, each reflecting a specific persona and varying across biological, socio-psychological, and structural drivers.

studies identify a positive correlation between upcycle strategies in the luxury fashion industry and the willingness to purchase and pay a premium price. Keith and Silies (2015) confirm that incorporating and communicating upcycled materials into the product design creates meaning for customers. Adigüzel and Donato (2021) expand on this relationship and attribute it to increased pride from luxury consumers using upcycled luxury products.

Hemonnet-Goujot, Kessous, and Magnoni (2022) and Phau, Akintimehin, and Lee (2022) investigate the role of the story attached to upcycled materials and confirm an increased perceived uniqueness of luxury products among consumers and willingness to pay a premium price. Hemonnet-Goujot, Kessous, and Magnoni (2022) confirm a stronger link in this relationship for upcycled products that have not been owned or used by someone else (Hemonnet-Goujot, Kessous, and Magnoni 2022).

Young, female, and environmentally conscious consumers are identified as the target segments for upcycled products

(Adigüzel and Donato 2021). To enhance their positioning as socially responsible corporations, brands should incorporate upcycled products and integrate the personal stories associated with materials into their marketing communications (Adigüzel and Donato 2021; Bundgaard and Huulgaard 2019). The limited availability of repurposed products adds to their perceived value and specialness, and this should be included in the product narrative to increase the consumer's interest in upcycled luxury products (Hemonnet-Goujot, Kessous, and Magnoni 2022).

## 5.7 | Recycle

Recycling is processing materials to obtain the same or lower quality ones (Potting et al. 2017). Despite being the most frequently mentioned R concept in the circular economy literature (Christodoulides et al. 2021), there are conflicting views concerning the effect recycling has on luxury fashion consumers. Recycled luxury goods deter consumers despite their true

environmental concerns, as recycling is not associated with quality or prestige (Achabou and Dekhili 2013). Hemonnet-Goujot, Kessous, and Magnoni (2022) studied this negative relation and attributed it to the deviant and transgressive perception that using recycled materials has among luxury consumers.

Due to increased risk perceptions, Adigüzel and Donato (2021) noticed that consumers are more negative toward touch-related products made with recycled materials, such as clothing. They find that consumers prefer upcycled to recycled products because their pride increases, and they perceive them as more novel. Conversely, Grazzini, Acuti, and Aiello (2021) find that recycling attributes can boost purchase intentions and recommend that brands include sustainability themes in brand communication to strengthen consumer-brand relationships.

## 5.8 | Recover

Finally, recover in the circular economy involves waste incineration to generate new energy (Bundgaard and Huulgaard 2019; Kirchherr, Reike, and Hekkert 2017). No paper in our sample was based on recovery related to the circular economy.

## 6 | Future Research Agenda

Following the framework of TCCM (Paul and Criado 2020), we highlight knowledge gaps and suggest new directions for future research in the emerging field of the circular economy and sustainability on luxury consumer behavior. Table 10 provides an overview of possible future research avenues.

### 6.1 | Theory

Existing research on consumer behavior in the circular economy and sustainable luxury fashion reveals a lack of in-depth

exploration rooted in robust theoretical foundations. Key gaps still exist in understanding how specific circular and sustainable strategies impact luxury consumption and the polarized perceptions of sustainability on consumer perception (Achabou and Dekhili 2013; Dekhili, Achabou, and Alharbi 2019; Han, Seo, and Ko 2017). To advance this field, further research grounded in theories is crucial to help close the attitude–behavior gap present in sustainable consumption.

Education has a significant potential to boost the appeal of lesser-known circular economy concepts like refuse, reduce, and repair (Tangri and Yu 2023; Cervellon, Carey, and Harms 2012; Christodoulides et al. 2021; Turunen and Pöyry 2019) because it is argued that consumer skepticism about sustainability claims is due to a lack of understanding about sustainability (Han, Seo, and Ko 2017).

Therefore, increasing sustainability education might naturally steer luxury consumers toward sustainable products. To bolster this goal, future research funded on theories is crucial. Building upon Luo et al. (2022), researchers could use communication theories to gauge how messages framed around each of the 9Rs in the circular economy resonate differently with luxury fashion consumers. Understanding this resonance would significantly enhance our grasp of how the 9Rs affect consumer valuation. Furthermore, extending the scope of Kim, Park, and Septianto (2022), future studies could delve into the nuanced impact of culture, gender, and age on the reception of educational sustainable messaging among luxury consumers. Elucidating these differences could provide deeper insights into how societal factors influence preferences for sustainable luxury brands.

Considering the significant emotional weight of luxury consumption, an essential avenue for research involves exploring the role of guilt emotions in conjunction with social marketing theories. Future studies could expand upon the groundwork laid by Amatulli et al. (2020), delving deeper into how negatively framed messaging might affect adoption of the circular economy and sustainable products within luxury fashion compared

**TABLE 10** | Overview of future research agendas to study sustainable luxury fashion consumption.

TCCM categories	Future research avenues
Theory	<ul style="list-style-type: none"> <li>Broaden understanding of how sustainability education creates behavioral change using behavioral theories.               <ul style="list-style-type: none"> <li>Understand the impact of communication theories on sustainable consumption (e.g., negative framing, circular economy themes).</li> </ul> </li> <li>Comprehend the potential of social marketing theories to achieve systemic behavioral change (e.g., using guilt)               <ul style="list-style-type: none"> <li>Study scarcity theory to understand value creation in sustainable consumption.</li> </ul> </li> </ul>
Context	<ul style="list-style-type: none"> <li>Investigate the universality of research results at the luxury level, lower-tier brands, and other polluting industries.               <ul style="list-style-type: none"> <li>Enhance research efforts within the European context to support forthcoming EU regulations on greenwashing and the circular economy.</li> </ul> </li> </ul>
Characteristic	<ul style="list-style-type: none"> <li>Explore the impact of variables linked to the 9Rs of the circular economy (e.g., refuse, repair, refurbish, and remanufacture)               <ul style="list-style-type: none"> <li>Extend research on motivators for willingness to pay a premium price.</li> <li>Understand the mediating role of consumer expertise/education on value creation.</li> <li>Enhance research on green conspicuity as a motivator for consumer behavior.</li> </ul> </li> </ul>
Methodology	<ul style="list-style-type: none"> <li>Implement neuromarketing methodologies to bypass self-reporting biases in sustainable behavioral studies.               <ul style="list-style-type: none"> <li>Perform deeper behavioral studies using qualitative methods.</li> </ul> </li> </ul>

to positively framed messages. It is imperative to comprehend not only the immediate behavioral changes but also the potential enduring systemic impacts of guilt and negative framing on sustainable consumption patterns.

Finally, within the luxury industry, where exclusivity is of paramount importance for consumers (Eastman, Iyer, and Dekhili 2021), there is an opportunity for future researchers to delve deeper into this realm through the lens of scarcity theory. Exploring the perceived value of scarce fashion items—such as meticulously maintained vintage pieces or limited repurposed materials—and their influence on consumer behavior could provide valuable insights. Future researchers could assess the correlation between scarcity theories and the elements of the 9Rs in the circular economy, examining how they potentially enhance interest in reused, repaired, repurposed, or recycled luxury products by accentuating their rarity and distinctiveness.

## 6.2 | Context

Studying luxury fashion in the context of circular and sustainable consumption holds great promise, especially in spreading similar positive environmental practices to other industries through the trickle-down effect (Athwal et al. 2019). This calls for critical research examining how circular and sustainable initiatives from luxury fashion trickle down to lower-tier fashion brands (like fast fashion) and cross-functional industries (such as luxury tourism), particularly those with a significant negative environmental impact.

With the EU's strong emphasis on circularity policies and new regulations (European Commission 2023), research in the European context becomes indispensable. Examining the impact of these policies on consumer behavior is crucial, especially regarding apprehensions about greenwashing across industries (European Parliament 2023). The European Commission's commitment to addressing greenwashing concerns and enforcing circular consumption patterns underscores the necessity for in-depth investigation in the European context. Future research, spanning diverse industries beyond luxury and across multiple EU countries, would provide crucial support in shaping evolving policies.

## 6.3 | Characteristics

Our review revealed a research gap regarding the focused exploration of circular economy topics within luxury fashion consumer behavior. Most studies we assessed either fall into the broader sustainability category or merely touch upon the circular economy. Consequently, more exhaustive and detailed investigation is required, specifically in circularity and the 9Rs. In this regard, future research must examine the role of specific Rs in luxury fashion consumer behavior.

Although Refuse may appear contradictory to luxury consumption by advocating against unnecessary purchases, it presents an intriguing avenue to investigate how luxury fashion brands

can align their business strategies with a minimalist consumer lifestyle, even while pursuing profitability. Maintenance (repair, refurbishment, and remanufacture) in the circular economy is another unexplored area. An intriguing research question in this line is how luxury brands can enhance and capitalize on maintenance services to create customer value. A comprehensive understanding of the link between the 9Rs of the circular economy and the luxury fashion consumer's willingness to buy and willingness to pay is needed.

Luxury consumers often become suspicious and wary of greenwashing when luxury brands communicate about sustainability (Athwal et al. 2019; Kong, Witmaier, and Ko 2021), with further research being necessary to explore this relationship and find ways to mitigate such concerns. Education is a crucial factor in the literature on this topic. Future researchers could investigate the connection between sustainability education, consumer sustainability knowledge, and the value created for consumers. Moreover, education can enhance the acceptance of sustainable products and their associated higher prices. Therefore, additional research is needed to examine the moderating role of consumer expertise in sustainability and its impact on the perceived value of sustainable goods.

Additionally, further research is required to explore the relationship between willingness to buy and willingness to pay in the context of sustainable luxury consumption. While existing studies have primarily focused on willingness to buy, examining the factors influencing consumers' positive intentions to buy luxury goods but ultimately not following through with the purchase in connection with the attitude-behavior gap observed in sustainable fashion consumption is important. Therefore, comprehensive research is needed to investigate the complete consumer purchase process, including the factors that impact consumers' willingness to pay. For example, which narratives incorporating the circular economy and sustainability elements have a stronger positive influence on willingness to pay? Moreover, sustainable products often come with a higher price tag than nonsustainable alternatives due to factors like the use of rare materials or limited production quantities. More research is necessary to comprehend how consumers perceive these sustainable products and their willingness to pay.

Most studies in our research primarily concentrated on the dependent variable of willingness to buy. There is an opportunity for broader exploration by integrating variations of this variable aligned with the 9Rs of the circular economy. For instance, delving into “willingness to repair” or “willingness to reuse” and examining independent variables that shape these outcomes, like education and its role in shaping consumer perceptions of value, would significantly enhance research in this field.

Finally, conspicuous consumption is strongly associated with luxury consumption. Future research can explore how the concept of green conspicuity can be incorporated into luxury strategies to encourage responsible consumption while meeting luxury consumers' status and green-attitude signaling needs. This research would delve into the emotion of pride, an intriguing social behavior trait that has not been extensively examined in this context.

## 6.4 | Methodology

Past studies have primarily used self-reported data through surveys and interviews to gain insights from consumers about sustainable luxury. However, consumers in the context of luxury and sustainability might give biased answers (Pagan et al. 2020). For instance, citing high quality or sustainability as a motivation represents a socially desirable response (Babakhani, Randle, and Dolnicar 2020; Lee et al. 2014) but might not materialize in real willingness to buy or willingness to pay. Therefore, there are opportunities to study consumers' behavior by analyzing unbiased data with neuro-marketing techniques such as electroencephalography (EEG), functional magnetic resonance imaging (fMRI), eye-tracking, facial recognition, and heart rate biometrics. Such an experiment would be useful to triangulate results from primary-data-based studies.

Qualitative research, such as deep unstructured interviews, can give a more thorough understanding of luxury consumers' sustainability and circular economy motivations. Despite the challenges in accessing luxury consumers, valuable insights can be obtained regarding their perception of circularity, lifestyle changes driven by social pressure regarding sustainability, and patterns of irresponsible consumption. This research would aim to learn directly from fashion and luxury consumers about their understanding of the circular economy and, if applicable, the factors influencing their purchase decisions.

## 7 | Conclusions

Despite increasing consumer, researcher, and government interest in the circular economy and sustainability (Diallo et al. 2021), this review highlights a significant lack of understanding of how to promote responsible consumption in luxury fashion. It adds to the existing literature by thoroughly examining and suggesting future research directions on sustainability and the circular economy within this industry. However, this study is not without limitations. Use of the TCCM framework may introduce subjectivity, which future research could address by incorporating additional literature review frameworks, such as antecedents, decisions, and outcomes. Nonetheless, we are confident in the review's comprehensive portrayal of sustainable and circular luxury fashion consumer behavior. Based on the findings, we highlight significant theoretical and managerial implications.

Regarding theoretical implications, multiple studies (e.g., Christodoulides et al. 2021; Tangri and Yu 2023) emphasize the significance of consumer education as a way of creating value to expedite the acceptance of circular and sustainable luxury goods. However, further research is necessary to thoroughly examine the actual impact of education on consumer behavior. Incorporating communication and social marketing theories in future studies could clarify this relationship. Moreover, considering the potential impact of luxury-level initiatives that inspire other sectors through a trickle-down effect (Athwal et al. 2019), a significant research avenue would be to investigate this phenomenon empirically. Specifically, there is a need to understand the ubiquitousness of results from studies conducted at the luxury level and their potential benefits for lower-tier, high-pollution industries.

While recycling/upcycling (e.g., Adigüzel and Donato 2021; Phau, Akintimehin, and Lee 2022) and second-hand (e.g., Ki et al. 2024; Silva et al. 2021) topics have received attention in previous research, this review identifies a superficial exploration of circularity. The 9R framework of the circular economy holds substantial untapped potential, urging further investigation. Additional research is imperative to fully grasp its capacity to foster sustainable consumption, particularly in less explored circular areas such as refuse, repair, refurbishment, remanufacturing, and recovery. Finally, concerning methodologies, all preceding studies have relied on self-reported consumer data. Recognizing possible inherent biases in sustainable consumption behavior (Pagan et al. 2020), we suggest future researchers should incorporate neuromarketing techniques, field studies, and purchased real data to circumvent potential biases and provide a clearer picture of how consumers actually behave in specific circumstances.

Sustainable consumer behavior in luxury fashion carries managerial significance, particularly due to the regulations (European Commission 2023) aimed at the fashion industry's notorious pollution levels and reliance on consumeristic strategies (IEA 2022). The imperative for change is bolstered by escalating environmental concerns among consumers (Diallo et al. 2021). On the upside, embracing sustainable luxury fashion practices such as purchasing second-hand or vintage items, repairing garments, and opting for fewer but higher-quality pieces contributes to societal well-being while creating opportunities for sellers. By drawing insights from research in this domain, marketers can refine communication strategies to dissuade unsustainable fashion consumption, address greenwashing skepticism, and encourage environmentally conscious fashion behavior. For instance, research suggests that concentrating on factual and pertinent sustainable claims tailored to the luxury consumer can mitigate skepticism toward greenwashing (Moraes et al. 2017) and add value for consumers, motivating them to invest in sustainable luxury fashion (Essiz and Senyuz 2023). Price remains a crucial factor in sustainable luxury fashion. Studies indicate that emphasizing uniqueness and storytelling (Hemonnet-Goujot, Kessous, and Magnoni 2022; Phau, Akintimehin, and Lee 2022) can drive consumers to justify paying a premium. However, it is noteworthy that sustainability messages centered on recycling materials rather than upcycling might inadvertently convey lower quality, posing a significant hurdle for consumer motivation in the luxury sector (Dekhili, Achabou, and Alharbi 2019). These insights can guide marketers in crafting campaigns that align with consumer expectations and values.

Reuse within the circular economy, especially through practices like renting, buying second-hand, or vintage items, has garnered significant attention in research and is emerging as a prominent business trend (Pantano and Stylos 2020). In this line, luxury brands may recognize a significant business opportunity in integrating a parallel business line focused on enabling their customers to rent or exchange used items. It has been demonstrated that allowing customers to take a proactive stance in sustainable fashion activities empowers them, thereby fostering brand equity (Ki et al. 2024; Sun, Bellezza, and Paharia 2021). Marketers can draw insights from the study by Cervellon, Carey, and Harms (2012), which concluded that imbuing second-hand

items with storytelling can enhance the perceived value in consumers' minds.

Circularity as a business practice in luxury fashion remains relatively unexplored, presenting a unique opportunity for brands with an innovative spirit. In fact, taking the lead in embracing circularity would also enhance brand perception, as it has been observed that luxury consumers expect their brands to be innovative (Hemonnet-Goujot, Kessous, and Magnoni 2022). To maximize the impact of circularity, luxury brands can introduce inventive strategies in less cluttered areas, such as reject, reduce, or repair, pioneering new approaches to sustainable fashion.

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## Data Availability Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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