

# “The Influence of International Artists on Luxury Accessory Design (2019–2024): A Case Study of Five Global Brands”



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## Abstract

This study explores the role of artistic collaborations as a form of entrepreneurial innovation strategy in the luxury fashion industry, with a focus on their implications for sustainable business models and emerging markets in Asia. Drawing on a qualitative and exploratory research design, the paper analyzes collaborations between international artists and five global luxury brands—Louis Vuitton, Dior, Prada, Hermès, and Coach—during the period 2019–2024. Using secondary data from academic literature, industry reports, and brand communications, the study employs thematic and comparative analysis to identify patterns in innovation, branding, and sustainability practices. The findings reveal a significant increase in artist collaborations, positioning them as strategic tools for value creation, differentiation, and long-term brand development. Artistic storytelling emerges as the dominant theme, followed by material innovation and sustainability, indicating a shift toward experience-driven and ethically informed consumption. From an entrepreneurship perspective, these collaborations reflect Schumpeterian innovation, where new combinations of creative and cultural resources generate competitive advantage. The study further highlights how such strategies can be adapted by small and medium-sized enterprises (SMEs) to enhance innovation capacity and market positioning. Importantly, the research situates these developments within the context of emerging Asian markets, where rising consumer demand, cultural diversity, and digital engagement create new opportunities for creative entrepreneurship and sustainable growth. The integration of artistic collaboration with circular design practices and limited production models also aligns with broader sustainability goals, including responsible consumption and production. Overall, the paper contributes to the literature on entrepreneurship and sustainability by demonstrating how creativity-driven collaborations can support innovation, cultural relevance, and sustainable competitive advantage in a dynamic global business environment.

**Keywords:** Entrepreneurial innovation; Sustainable business models; Creative entrepreneurship; Luxury fashion; Artistic collaborations; SMEs; Emerging Asian markets

## 1. Introduction

Over the past few years, international luxury brands have been more and more cooperative with international artists to define their creative direction, especially in the accessories market. The design process is now more collaborative and experimental as more people become connected digitally and exchange cultures. Most brands no longer depend on in-house design teams only, instead hiring artists to bring their unique creative ideas that are influenced by various cultures and current artistic trends. This strategy adds uniqueness and reinvigorates creativity to product development as it allows brands to stay competitive in an ever-changing global market (Chevalier and Gutsatz, 2020; Okonkwo, 2016).

Accessories (such as bags, footwear, jewellery, and wearables that are technology-based) have ceased to be functional to become objects of artistic expression and cultural narrative. These products engage unique prints, new materials and conceptual stories through creative partnerships that add to their symbolic and emotional importance. These collaborations are attractive to consumers who are

becoming more concerned with authenticity, creativity, and meaningful interactions with brands (Kapferer, 2015; Ko et al., 2019). This increased visibility of such collaborations has been enhanced by the rising power of social media platforms and digital spaces, which enable these collaborations to be seen by more and more diverse audiences (Sheth, 2020).

Available literature underscores the increase in the overlap between art and luxury branding. Carlotto (2024) and Joy and Belk (2020) focus on the concept of art as cultural capital and suggest that it helps brands to create identity, authenticity and symbolic value in the postmodern consumer culture. On the same note, Baumgarth (2018) and Michel and Willing (2020) claim that artistic partnerships are strategic assets serving to improve innovation, differentiation, and brand value in the long term. Recent works also show the impact of design elements inspired by art that can affect consumer perception by promoting low-key and low-profile consumption especially on luxury accessories (Wang et al., 2023). Although these contributions exist, previous studies have given little attention to

the effect of such collaborations on the accessory designing processes, strategies of innovation, and their overall implication on the entrepreneurship and sustainability.

Today artists do much more than mere superficial aesthetic, and are frequently involved in the conceptual evolution, and the exploration of materials and in creating immersive brand experiences. This widening role is indicative of a wider change where creativity is now being the focus of brand identity and strategic positioning. Here, artistic collaboration may be interpreted as design improvements, as well as innovation strategies that help in the value-creation of the entrepreneurial approach and competitive distinction. Moreover, the incorporation of art into the luxury fashion industry is in line with the changing demands related to the sustainability and responsible manufacturing. Numerous partnerships venture into other materials, craftsmanship, and limited-edition or circular design methods, which decrease overproduction and make the product more durable (Brydges, 2021). It is against this background that the current study will look at the contribution of international artists in the design of luxury accessories and innovations, branding, and strategic positioning of global luxury companies in the year 2019-2024. The paper is particularly interested in examining how art movements and collaborations influence the design of luxury accessories, the strategic and marketing value of artist collaborations, and important creative trends that impact high-end accessory collections. By so doing, it also examines how these partnerships might be viewed as entrepreneurial practices that aid in innovation and lasting development.

The paper also frames these developments in the context of the emerging markets, especially in Asia, where the luxurious market is facing a humming growth due to the shifting preferences of the consumer as well as growing demand of products that have cultural meaning. Creative collaborations in such markets can be an excellent learning process to both established brands and the small and medium sized enterprises (SMEs) to demonstrate that creativity, story telling, and cultural fit can be leveraged as a differentiator and a way of market relevance. By examining the convergence of art, design and strategy, this research paper will contribute to the existing body of knowledge on how alliances of creativity are innovation engines, entrepreneurship and sustainability in the contemporary luxury apparel market.

## 2. Research Methodology

### 2.1 Research Design

The qualitative and exploratory design of this research is to establish the role that the international artists play in the designing of luxury accessories and the strategic implication of that sort

of cooperation between 2019 and 2024. The research is descriptive and orientation to get to learn the patterns, themes and relationships and not to test the statistical hypothesis. The study centers on the contributions of the artistic collaborations in the luxury fashion sector especially in innovation, branding and sustainability concept.

### 2.2 Scope of the Study

The research topic is five most popular global luxury brands Louis Vuitton, Dior, Prada, Hermes and Coach, which were selected because they actively engage in the collaboration with artists, and their impact on global fashion markets is impressive. The article will focus on accessories, including handbags, footwear, jewellery, scarfs and eyewear, as these are key points of artistic expression and brand distinction. The period covered in the review is 2019-2024 and this covers the recent trend in design innovations, digital integration, and sustainability practices in the luxury industry.

### 2.3 Data Collection

The study has a foundation in the secondary sources of data so as to come up with a multi-dimensional and comprehensive knowledge on the subject matter. Data has been obtained using academic journals, industry reports, brand archive, marketing campaigns, press releases, interviews with designers and brand executives and trustworthy publications in the fashion media. These references provide useful data on design and artistic partnerships, design processes, and consumer engagement strategies. The triangulation has enhanced validity of the study since various sources of information were used and a broader scope of the picture of the trends of the industry.

### 2.4 Analytical Framework

The content is analyzed using a mixture of content analysis, thematic analysis, and comparative analysis. The content analysis of campaign imagery, product design, and brand storytelling is used to determine the contribution and incorporation of art by identifying common trends within the collaborations, such as abstraction, material innovation, sustainability, digital engagement, and storytelling. Through the comparison of the results, one can evaluate the similarities and differences of the brands chosen and observe how each of the brands perceives the role of art in their creative and strategic process.

### 2.5 Entrepreneurship and Sustainability Perspective

The study also makes interpretations of research results in terms of entrepreneurship and sustainability. The artistic partnerships are considered as the innovation strategies that contribute to the value creation, differentiation and

competitive advantage. The contribution of these collaborations to a sustainable practice such as material experimentation, circular design approaches, and limited-edition-production models are also examined in the analysis. The paper also demonstrates the applicability of these strategies to small and medium-sized enterprises (SMEs) and new ventures to the market, especially in fast developing Asian markets, where innovation and cultural assimilation is critical in business development.

**2.6 Limitations of the Study**

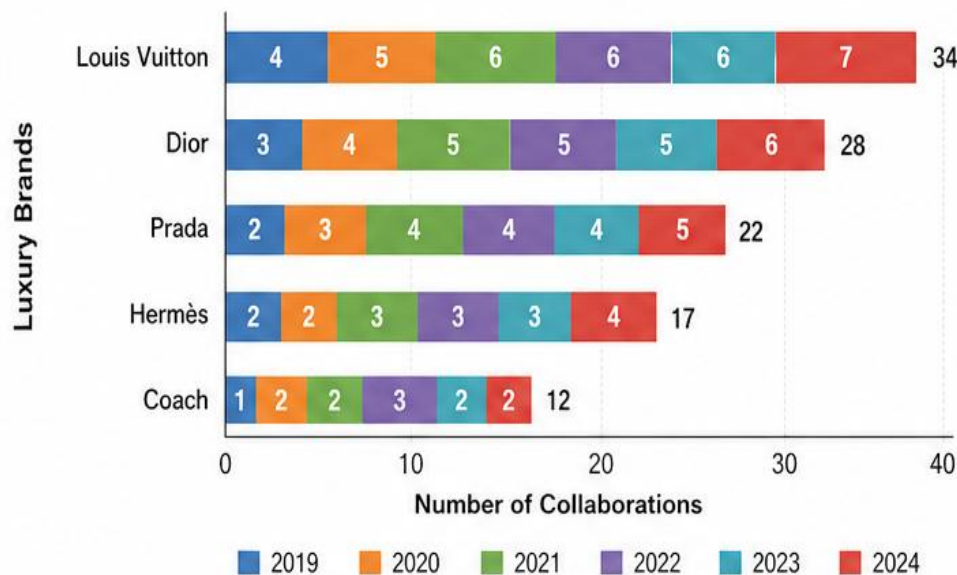
Regardless of its holistic approach, there are limitations to the study. The use of secondary data limits the access to primary information of designers, consumers, and other industry players. The study of the five large luxury companies can restrict the extrapolation of the results to smaller or newer companies. Moreover, the research is

qualitative, which implies the use of interpretive analysis, which can cause a certain degree of subjectivity. Nevertheless, it has attempted to generate analytical rigor by using various sources of data and systematically assessing those data.

**3. Results**

**3.1 Artistic Collaborations Across Luxury Brands (2019–2024)**

The comparison of the number of artist partners of the chosen luxury brands shows that there is a definite trend of increase in 2019-2024. All five brands show a consistent growth in the number of collaborations over time, as shown in Figure 1, with a significant acceleration since 2021. The brand Louis Vuitton is always ahead of Dior and Prada, which means that it has a great strategic focus on artistic collaborations as a way to innovate and promote the brand.



**Figure 1.** Trend in artist collaborations across selected luxury brands (2019–2024)

Another trend that this fact proves is the fact that Louis Vuitton has the highest amount of collaborations recorded (34) then Dior (28) and Prada (22). The participation of Hermes and Coach is comparatively less and stable. The breakdown of

the partnerships annually represents that partnerships are not a single event but a series of a strategic transformation towards the artistic incorporation of luxury branding.

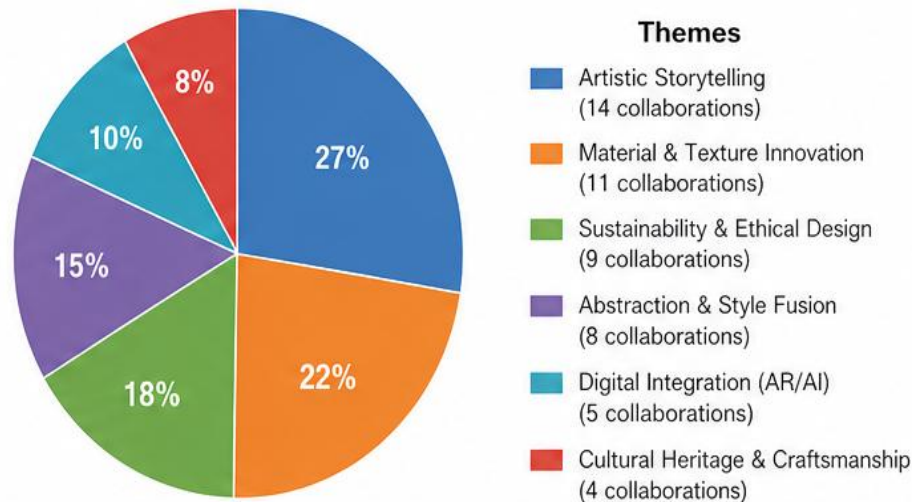
**Table 1.** Number of Artist Collaborations by Brand

Brand	2019	2020	2021	2022	2023	2024	Total
Louis Vuitton	4	5	6	6	6	7	34
Dior	3	4	5	5	5	6	28
Prada	2	3	4	4	4	5	22
Hermès	2	2	3	3	3	4	17
Coach	1	2	2	3	2	2	12
Total	12	16	20	21	20	24	113

**3.2 Thematic Patterns in Artistic Influence**

The thematic analysis reveals the diversity of artistic influences in informing the designing of luxury accessories. The most prevalent theme as shown in Figure 2 is artistic storytelling followed by

the material and texture innovation and sustainability. Aesthetics can be extended to narrative, ethical, and technological through the visual distribution, which can be presented in the form of a visual distribution.



**Figure 2.** Distribution of key themes in artistic collaborations within luxury accessories

The numerical distribution of these themes, according to artistic storytelling (27% of collaborations), material innovation (22% of collaborations), and sustainability (18% of collaborations) is shown in the Table 2. Other

themes such as the abstraction, digital integration and cultural heritage compose the remaining share and this means that the design and innovation of luxury brands is multidimensional.

**Table 2.** Thematic Distribution of Artistic Influence

Theme	Number of Collaborations	Percentage (%)
Artistic Storytelling	14	27%
Material & Texture Innovation	11	22%
Sustainability & Ethical Design	9	18%
Abstraction & Style Fusion	8	15%
Digital Integration (AR/AI)	5	10%
Cultural Heritage & Craftsmanship	4	8%
<b>Total</b>	<b>51-52 (approx.)</b>	<b>100%</b>

**3.3 Comparative Brand Strategies**

The differences in brand strategies are clearly visible in the contrastual representation expressed in Figure 1 whereby all the brands have a distinct path with regard to collaboration intensity and development. A higher level of participation can be seen in Louis Vuitton and Dior, where the brands are more inclined to make large-scale and high-visibility collaborations, and others, including Hermes, are more selective and sophisticated. The data in Table 1 support these strategic differences by pointing out the difference in the total collaboration and growth trends across brands. The comparison shows that although all brands embrace artist collaborations, their implementation

is in accordance with individual brand identity, target audience, and positioning in the market.

**3.4 Impact on Consumer Engagement and Market Performance**

Figure 3 shows the effects of artistic partnerships on consumer activity and performance in the market. The number indicates that there is a good growth of social media activities among all the brands, though with the strongest growth recorded by Louis Vuitton, then Dior and Prada respectively. Visual representation also shows that sales impact has a positive trend, but that the impact is relatively lower than that of engagement.

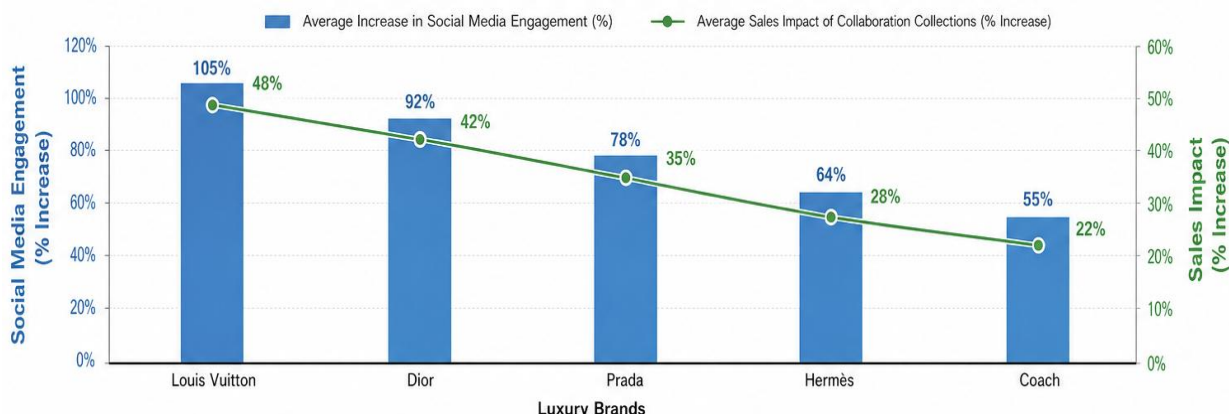


Figure 3. Impact of artist collaborations on brand engagement and sales performance

These results are supported by the respective data presented in Table 3 which demonstrates that Louis Vuitton increased its social media activity by 105 percent and sales impact by 48 percent. The same can be seen with other brands, with the growth of engagement being much higher than the growth of

sales. This implies that artistic partnerships are more effective at increasing brand recognition and customer engagement, which can lead to improved market performance long-term instead of short-term sales.

Table 3. Impact of Artist Collaborations on Brand Performance

Brand	Social Media Engagement Increase (%)	Sales Impact (%)
Louis Vuitton	105%	48%
Dior	92%	42%
Prada	78%	35%
Hermès	64%	28%
Coach	55%	22%

### 3.5 Entrepreneurship and Innovation Implications

The growing pattern of collaborations as can be seen in Figure 1 indicates the importance of artistic collaborations as innovation strategies in luxury fashion. The trend on visual development reflects that brands are continuously engaging in innovative partnerships to stay competitive and relevant in an ever-changing market landscape.

Table 1 contributes to justifying this observation and providing practical evidence of the ongoing collaboration activity between brands. The findings suggest that small and medium-sized enterprises (SMEs) could adjust the strategies to be the one of differentiation, innovation, and the possibility of greater market entry.

### 3.6 Sustainability Trends in Artistic Collaborations

The issue of sustainability is increasingly becoming a theme in artistic collaborations and Figure 2 demonstrates it is a high percentage of the distribution of thematic. The figure indicates that sustainability is being integrated with the conventional artistic and aesthetic notions.

This trend can also be confirmed by Table 2 since sustainability is one of the factors that explain collaborations (18 percent). This is an indication of the emphasis put on ethical design practices,

including the utilization of durable materials, less production and craftsmanship-based strategies in line with the concept of sustainable fashion.

### 3.7 Implications for Emerging Markets and Asian Context

The increasing size and impact of the artistic collaborations, as illustrated in Figures 1, 2 and 3, indicates that the luxury brands are adapting to evolving consumer tastes and preferences, particularly in the new markets. The degree of engagement increment emphasizes the need of creativity and narration in attracting the various consumer demographics.

This is further supported by the numbers taken in table 1, 2 and 3 that all demonstrate how partnerships can contribute towards creation of variations in the brand, consumer interaction and market development. Its insights are particularly relevant to the Asian markets in which the rising consumer demand and online activity create opportunities to existing and emerging entrepreneurial projects.

## 4. Discussion

The results of the given research support the increasing importance of artistic partnerships as a strategic instrument of the luxury fashion sector. The tendency towards increasing the number of

various kinds of collaborations across brands, as seen in Figure 1 and confirmed by Table 1, shows that collaboration with international artists has become an important part of brand strategy. This is in line with the larger changes in the fashion industry towards more innovative and adaptive business models, especially in reaction to the global disruptions such as COVID-19, which redefined marketing philosophies and strategic priorities (He and Harris, 2020; Brydges and Hanlon, 2020).

The prevalence of artistic narrating, which is emphasized in Figure 2 and Table 2, validates that the modern luxury consumption is more symbolic, experiential and value-based. This observation is in line with the studies that highlight that consumers want to find more meaning, identify themselves, and experience emotions when using fashion products (Cristini et al., 2017). Moreover, the emphasis on sustainability and material innovation, which was revealed in this research, represents an increasing tendency towards responsible consumption patterns, especially among younger generations who can be characterized by an increased understanding of environmental and ethical concerns (Kapferer and Michaut-Denizeau, 2019; Athwal et al., 2019).

The cross-brand comparison shows that artistic partnerships are tactically modified to the brand image and positioning. Whereas certain brands seek to engage in huge, high-profile partnerships, others are more subtle and craftsman-oriented. These changes are in line with overall trends in the development of the fashion sector wherein companies strike a balance between innovation and tradition and authenticity. Moreover, the inclusion of sustainability in these partnerships corresponds to the growing industry trends to integrate circular economy principles and sustainable supply chain management (Gazzola et al., 2020; Choi and Cheng, 2015).

Figure 3 and Table 3 illustrate that artistic collaboration has high correlation with consumers; this underlines the importance of the experiential and symbolic value in consumer behavior. The greater increase in engagement relative to direct sales is an indication that collaborations help more to build brand perception and long-term loyalty than short-term financial benefits. This fact can be evidenced by the research that suggests that the sustainability and ethical concerns are getting a larger role in consumer attitude and purchase intentions (Lundblad and Davies, 2016; McNeill and Moore, 2015). Moreover, the increased presence of the sustainability theme in partnerships can be attributed to an increase in consumer demand towards transparency and responsibility in the fashion industry (Mukendi et al., 2020).

In terms of sustainability, the findings suggest that artistic partnerships can help to introduce environmentally friendly practices into the sphere

of luxury fashion gradually. Sustainability as a central theme that is depicted in Figure 2 and Table 2 is consistent with the studies that demonstrate that the fashion industry has a significant environmental footprint and requires more sustainable models of production (Niinimäki et al., 2020). Limited-edition production, the use of durable materials, and design with a focus on craftsmanship practices are also in line with the principles of slow fashion and the desire to minimize waste. Furthermore, eco-labeling and sustainability communication have been demonstrated to have an impact on consumer perception and increase brand credibility (Testa et al., 2015). In the context of entrepreneurship, the findings illustrate that artistic collaborations are innovation-based efforts that can be differentiated and create values. The results are especially valuable in the context of small and medium-sized enterprises (SMEs) that can make use of creative collaboration to develop distinct brands and compete in an ever-evolving market. The increasing popularity of the terms sustainability, innovation and consumer engagement are evidence of trends in the industry, which are compelling firms to adopt more relaxed and collaborative business models. Overall, the discussion shows how artistic partnerships are not the aesthetic extensions, but also strategic instruments, are a combination of innovation, sustainability, and consumer engagement. Luxury brands (and perhaps others to come) will be facilitated to remain competitive in a global fashion landscape that has grown more complex and sustainability-aware as the creative expression keeps up with the shifting forces of a market.

## 5. Conclusion

The study has revealed that the partnership of international artists in the designing of luxury accessories has been one of the basic means of transforming the design of these accessories through the addition of creativity, cultural narratives and innovations as elements of the brand strategies. The findings indicate a consistent increase in the level of collaborations in 2019-2024, which implies that they are gaining significance as the differentiation and competitive advantages tools. Artistic storytelling was the most common theme, and the movement towards products that are functionally oriented to experience-based and emotionally appealing designs. In the meantime, the combination of material innovation and sustainability suggests a change in the expectations of consumers in terms of responsible and quality fashion. Comparative analysis shows that despite the fact that every single brand employs artistic collaborations, they are differentiated by their brand identity and the strategies may be such as immersive and large-scale collaborations, and subtle

and craftsmanship-based integrations. The results also give some indication that these types of collaborations are better than direct sales in engaging consumers, which reinforces their significance in establishing long-term brand equity and presence online. In the prism of entrepreneurship, the paper identifies that collaboration-based innovation can be effectively applied by small and medium-sized enterprises to enhance their market positioning and innovativeness. Furthermore, the increased significance of sustainability and digitization means that the luxury design of the future will be the subject of artistic expression and moral accountability and technological advancement. When it is implemented in the scenario of emerging markets, particularly in Asia, the strategies offer a great insight to companies that want to combine the global attractiveness with cultural suitability. In totality, the artistic partnerships are predetermined as the strategic tools that connect innovation, sustainability and consumer experience and enable the old and the new brands to undergo sustainable development in a transforming fashion world.

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