Appendix

Concepts presented in the first section of the interview:

Laboratory-grown materials:

- Do not confuse lab-grown materials with synthetic materials, which are created from various chemical and physical processes to change the composition of raw materials (Shackelford, 2003)
- Lab-grown materials are, as the name suggests, those that are created in laboratories from natural resources through practices committed to sustainability and environmental stewardship (Modern Meadow, n.d.).
- Researched and developed to replace various natural resources that have been overexploited for decades, they are overexploited for decades, causing social and environmental havoc (Scipioni & Libassi, 2018).

Lab-grown diamonds:

- Diamond mining is a process that generates a high social, economic and environmental impact. The greatest impact is evident in the environment because it threatens natural resources, ecosystems and the ozone layer (Frost Sullivan, 2014).
- The extraction of a rough diamond of 1.0 carat requires the removal of approximately 1,750 tons of earth and approximately 1,750 tons of earth and requires approximately 126 gallons of water. of water (Frost Sullivan, 2014).
- Emissions are composed of diesel, oil and gasoline. Its waste includes materials such as plastic, oil, paper, batteries and glass (Frost Sullivan, 2014).
- It affects the surrounding ecosystems and communities, causing deforestation and the displacement of flora, fauna and even people and diseases in humans and animals in the areas surrounding the mines due to air and water contamination. Other related social problems: forced displacement, labor exploitation, illegal mining, unemployment and child labor (Human Rights Watch, 2009).
- **Solution:** lab-grown diamonds. The growth of these stones takes place in highly controlled laboratory environments, where through different technological processes it is possible to duplicate and recreate exactly the conditions in which natural diamonds develop on earth (Hemley et al., 2005). This type of diamond is created

thanks to the carbon atoms that are present in the structural composition of the diamond crystal, which gives them the same chemical and optical properties as a natural diamond (Deljanin & Simic, 2020).

Laboratory-grown fur:

- Today several synthetic alternatives are still polluting, but significantly reduce the use of real fur and therefore help to mitigate collateral problems such as illegal trafficking of animals and exotic skins, the advancing extinction of different species and animal cruelty (Faux Fur Institute, 2018).
- Faux fur does not represent a viable alternative for the luxury industry, as its characteristics as a product are completely different from the expectations of both the brand and the consumer. Moreover, natural leather is a material that reinforces the industry's qualities of rarity, exclusivity, quality, hedonistic sensations, elegance, scarcity, authenticity and timelessness (Keech et al., 2020).
- **Solution:** creation of hair follicles in vitro attached to collagen, through the cultivation of stem cells from different animals in the necessary and appropriate conditions for them to grow and become real tissue. This process is known as hair bio-printing without the requirement of animal mistreatment (Varanasi, n.d.).

Lab-grown leather:

- Leather production is responsible for generating pollution and damage to natural resources by wasting water, chemical waste generated by the trimming, fleshing and shaving processes contribute between 70% and 90% to pollution by way of energy consumption. In addition to the mistreatment and slaughter of hundreds of thousands of animals (Lau, 2022).
- Solution: Some companies are working on the cultivation of animal stem cells in laboratories to produce animal skins. These cells are obtained by harvesting skin cells from live animals and then transported to bioreactors and specialized technologies that provide them with the necessary conditions to replicate and produce leather. This process takes approximately two weeks, which significantly reduces the time needed to produce farm-grown leather, which can take years when taking into account the time it takes to raise the animals for growth. It is possible to obtain billions of square meters of leather from a single animal biopsy (Gandhi, 2021; Zulian, 2020).

First section questions

1. What do you think about the implementation of sustainable strategies by luxury brands?
2. Before participating in this interview, were you familiar with or had you heard of lab-grown materials or any of the alternatives presented above? If so, which one? If not, which of these caught your attention and why?

Now, I am going to mention two topics, please tell me without reflecting hard, the first three words that come to your mind when you hear each one of them.

3. Luxury Industry
4. Sustainable luxury
5. How often do you buy products that you consider luxury? Do you normally shop online or in-store? If you are not a regular luxury shopper, please imagine this is your first luxury purchase.
6. Excluding the money and price factor, do you consider that you would change your consumption habits of luxury products if brands implemented lab-grown materials in the manufacturing of their products as a replacement for natural raw materials?
7. Do you consider that the use of LGPs has any effect on your perception of luxury products in terms of quality, exclusivity or design?
8. Briefly describe your motivations when buying luxury products.

Cases presented in the second section of the interview:

Next, I am going to present to you 3 cases of different luxury companies that are in the process of implementing lab-grown materials within the manufacturing of their products. The cases are based on the two most important and representative conglomerates or groups in the luxury industry:

- LVMH = Louis Vuitton Moët Hennessy: 75 brands in total. Among the most representative: Louis Vuitton, Christian Dior, Fendi, Givenchy, Kenzo, Marc Jacobs, Bvlgari, TAG Heuer, Dom Perignon, Moet, Hennessy y Tiffany 's.
- Kering : Gucci, Yves Saint Laurent, Bottega Venetta, Balenciaga, Alexander McQueen y Boucheron.

LVMH and lab-grown hair

LVMH (led by Fendi) together with Imperial College London and Central Saint Martins University of Arts joined forces to develop a cruelty-free, animal-free alternative to the use of exotic animal hair in the manufacture of luxury products and goods (Phillips & Byrne, 2022).

- Main objective: an alternative that grants the same characteristics of natural hair in terms of quality, texture, durability, and versatility (Cernansky & Webb, 2022). To generate a radical change that will set the guidelines for several brands to adopt these materials as a replacement for natural raw material and offer an alternative for those who simply decided to eradicate animal skin in their collections, such as Dolce and Gabbana, Gucci and Armani have done (Halliday, 2022).
- Strategy 1: Animal skin grown in laboratories that have the necessary biotechnology to grow animal hair tissue from healthy animal hair cells. These cells are cultured through biotechnological processes that offer the same environmental, physical, and chemical conditions for the development of natural hair tissue (Cernansky & Webb, 2022).
- Strategy 2: Cells need specific proteins such as keratin to be cultured. The challenge for LVMH is to take advantage of the waste generated by its wine and spirits industry (Moêt, Hennessy, Dom Perignon, etc. ....) to obtain the proteins necessary for hair cell growth (Cernansky & Webb, 2022).

Kering and Lab-grown leather

In the luxury industry, in addition to bovine leather, it is possible to find products made of leather from exotic animals such as ostrich, crocodile, and snake, among others (Varanasi, n.d.). The case of leather is considered the most complex due to its popularity and recognition for its durability and quality. Substitute materials that have emerged are not able to fully replace the characteristics of natural leather and are still highly environmentally harmful (Murray, 2015).

Solution:

- Investment in Vitro Labs. American company whose mission is to create natural leather in a sustainable and responsible way, committed to the balance between humans and nature. Through biotechnology, they have developed and researched a

process that allows them to create natural leather without the need to mistreat animals (Vitrolabs Inc, 2022).

- From a single biopsy, they collect a cell to cultivate it and allow it to regenerate and reproduce itself by providing it with the necessary conditions and environment (Vitrolabs Inc, 2022).
- The cell is grown in a bioreactor that provides it with the proper signals and nutrients it needs to become a culture (Vitrolabs Inc, 2022).
- Thanks to this process it is possible to grow billions of square meters of leather from a single biopsy of a single animal. It should be noted that the biopsy is performed on healthy animals and does not represent any kind of suffering for the animal (Vitrolabs Inc, 2022).
- The objective is to build and scale up the first production of lab-grown leather and accelerate the commercialization of the products (Tondo, 2021). It is expected that in 2023 the first products made with this type of leather will be presented (Kent, 2022).

Below, you can see a sample of the leather produced by VitroLabs:

Source: *Real Leather. Low impact.* Vitrolabs. https://www.vitrolabsinc.com/

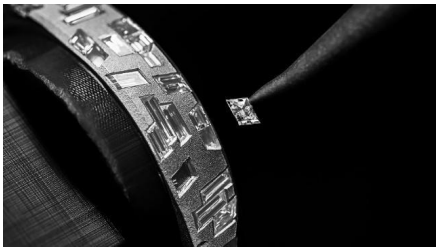
Tag Heuer (LVMH) and lab-grown diamonds

At first, lab-grown diamonds had a negative reputation and image, as they lost all value, rarity, and preciousness due to their provenance. Usually, these diamonds were associated with cheapness and ordinariness. LVMH decided to put an end to this image and took the initiative to invest in Lusix, an Israeli company that has positioned itself as a pioneer in the laboratory diamond industry (Danziger, 2022).

LVMH took a major step before all its competitors. Earlier this year, Tag Heuer's CEO unveiled the first watch containing lab-grown diamonds for USD 360,000 (Danziger, 2022):

Source: *Tag Heuer Carrera Plasma.* Tag Heuer.
https://www.tagheuer.com/us/en/event/tag-heuer-carrera-plasma-diamant-d-avant-garde.html

Cultivation process is based on similar principles to those of animal hair and skin: crystalline cells are taken and placed inside vacuum chambers where plasma and different types of gasses are injected to allow the natural crystals to grow. After the growth stage is finished, the diamond is cut and polished with a laser. The best thing about this alternative is that the final result is impeccable. At first sight, it is impossible to differentiate a natural diamond from a laboratory diamond, the only way to do it is with specialized technology and equipment. The characteristics in terms of quality and durability are the same (Tag Heuer, 2022).



Source: *The potential of lab-grown diamonds.* Tag Heuer.
https://www.tagheuer.com/us/en/event/tag-heuer-carrera-plasma-diamant-d-avant-garde.html

Second section questions

8. Briefly describe your motivations for buying luxury products.

9.

10. Among the brands mentioned above, which one would you be interested in buying LGP? why?

11. Imagine that you purchased some LGP from one of these brands, would you appreciate that at a glance the product has some specific way of recognition that shows that it is a sustainable product made from lab-grown materials? Whether in the product design, logo, or any other way?

12. If any of the luxury brands were to launch a collection or an LGP would you like them to continue with their traditional marketing or would you prefer them to be innovative in their marketing and communication strategies, to highlight the sustainable approach?

Now, I am going to mention two topics, please tell me without reflecting hard, the first three words that come to your mind when you hear each one of them.

13. Lab-grown products

14. Sustainable luxury:

15. Finally, briefly describe your opinion on LGPs, how do you see the long-term outlook for LGPs in the luxury industry?

Appendix 2: Models

Positioning of the Definition of Luxury given by Consumers

(Mazzalovo & Chevalier, 2020)

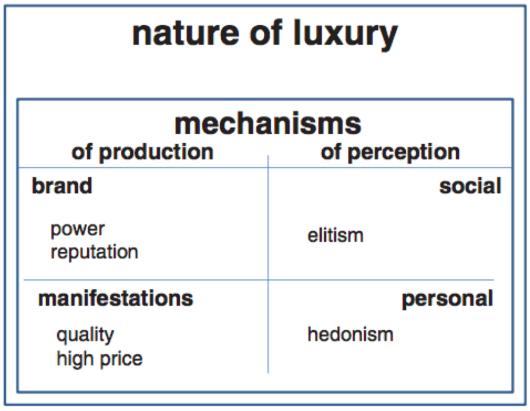


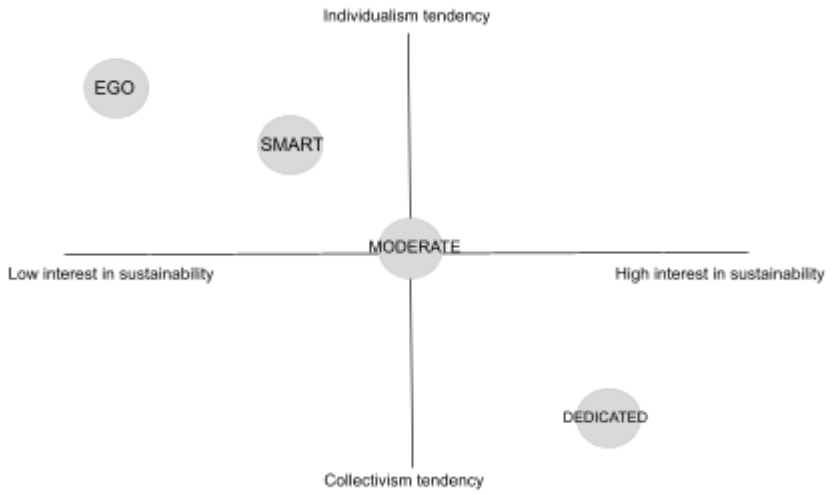
Figure 1.4 Positioning of the Definition of Luxury Given by Consumers

Model A: Positioning of consumer perception towards sustainability and lab-grown products:

Focused on Luxury Industry	Focused on Self-image	
Brand - Power - Value - Reputation - Marketing and communication	**Social (towards others)** - Convey status - Feeling of belonging to a group - Elitism	Collectivism when related to sustainability
Product - Quality - Rarity - Uniqueness - Acceptance and awareness - Design	**Personal** - Feeling of being different - Personal emotions - Hedonism - Shopping experience	Individualism when related to sustainability

Model B: Four Types of Consumer Attitudes concerning Sustainability

(Mazzalovo & Chevalier, 2020, #)



Appendix 3 Responses grouped by question

Question 1

- For me, sustainability is of great importance for companies because they respond to a new business model, success is therefore measured in the benefits they have in the purposes they seek to work on. It is therefore important that the work is detailed in the

implementation of practices that have a social benefit. It seems to me that today in In general all companies should implement methods of sustainability and social responsibility as it is a very important factor that is increasingly gaining more weight, nowadays many of the customers of the companies opt for brands that implement sustainable methods to help mitigate and counteract the negative impact on the planet.

- In my opinion, the implementation of sustainability in luxury brands more than an extra should be an obligation, in the understanding that it is important for the production to give back to the environment since if it only focuses on the exploitation of resources shortly these entities will lack raw materials to continue producing their products.
- In my personal opinion I completely agree with the implementation of sustainability through the cultivation of these materials, taking into account that pollution is one of the main problems today, using this type of process would help to control the environmental impact left by these large industries.
- It seems to me that this is a viable solution considering that changing consumer habits and trying to influence consumer tastes are too complicated to make them suppress their desire to consume this type of goods, so designing a sustainable way to produce them can be a great solution.
- I feel that it is something which many of the luxury brands either of the different economic areas mentioned should implement almost mandatory or essential way as many of these brands, companies or companies generate irreparable damage to the environment as these uses of natural resources as a means to obtain the end of the desired product or service always generates a considerable and irreparable amount of damage to our planet.
- I believe that the implementation of measures to make the consumption of luxury goods sustainable and socially responsible would contribute positively not only to the global economy but also to the ecosystems since the pollution generated in the process of exploiting them is reduced.
- Brands must implement sustainability models and be respectful of the environment. For example, some brands obtain metals and diamonds from responsible mining companies. Some brands work with suppliers of environmental organizations. There is also a five-step labeling system that encourages consumers to care for and extend the life of their clothing.

- I believe that the shift of producing artificially-based components positively counters the many flaws from which luxury brands obtain their resources. From an environmental perspective, mining natural materials have always been quite disastrous for nature itself. Many practices involve the unnecessary killings of many animals as well as heavy deforestation. Although luxury brands may have closed their eyes to such unethical actions over the years, I believe that the steady increase in overpopulation has created concerns for luxury brands to obtain their high-quality resources shortly.
- I believe that by implementing sustainable practices to their products they are adding additional value, as we are currently living in a world where the environment is very fragile and we cannot abuse it. On the other hand, I think that by implementing such processes it shows that the industry is committed to a cause that affects us all, and that makes this industry more popular and appealing to people.
- I think it's a process that was bound to come at some point in time in one way or another, although for me it was sooner than later.
- other, although for me it was earlier than expected. It is a very good practice, as today we are seeing quite a few environmental movements, looking to create awareness against practices that we have done in a certain way for a long time and so far we see the harmful I see the positive.
- Luxury brands have realized that it is essential to include sustainability in their products. For this reason, although there is still a need to include sustainability in more processes of the supply chain for the development of clothing or accessories, it has been seen how luxury brands have been involving more sustainability and circular economy, making products that from its components are more environmentally friendly, making them by recycling other products and that throughout its chain affect the planet less. And it is no wonder, when you consider that the textile industry is the second most polluting industry in the world.
- I believe that today we can see that people, especially young people, increasingly tend to opt for sustainable products and companies, because they are now more aware of the environmental and social impacts caused by mass production and large mass consumption companies. The luxury industry, although it has different characteristics from all the others, should not be left behind on this issue, on the contrary, they can take advantage of it to add value to the products and services they offer.

- Taking into account the positive impact that these new practices would have on the environment and the development of the ecosystem around the luxury industry, the implementation of these practices would not only have a positive and sustainable impact on the environment but also on the industry itself, since the production processes of the different materials would accelerate the supply chain of the same.
- I think it is good and important that luxury brands not only want but also begin to implement sustainable practices and thinking about the environment. While it is true that many brands claim to be sustainable, there are very few that really care about developing sustainable products and processes with social responsibility.
- I believe that we live in an era in which it is "sustainable life or nothing" we have reached the point of no return. So everyone, people, companies, etc., have a duty to move to more sustainable practices. They have a duty to turn to more sustainable practices, and I think it's amazing the fact that they are trying to offer the same value of products made with more sustainable practices.

Question 2

- No, I had not heard before about the cultivation of materials in laboratories, however, I am very interested in the so-called "Diamonds grown in laboratories", taking into account that the mining sector is one of those that brings more negative consequences for the environment, as well as generates many deaths due to the lack of safety involved in their work, since many of the companies in this industry do not comply with the guarantees and care that their workers should have.
- I once read a little about the creation of diamonds through the application of pressure, but I had no knowledge of the technological advances in the production process of animal hides and skins. The process that most catches my attention is that of animal skin, as this represents a greater commitment on the part of this industry to wildlife.
- I had heard of lab-manufactured leather before. However, I had heard with much more emphasis the leather made from vegetable inputs, the rest of the alternatives is the first time I hear and I find them very interesting. The one that catches my attention the most is the diamond alternative, it sounds incredible and is something I never imagined possible.
- No, I had never heard about lab-grown materials but it seems to me optimal implementation to counteract negative impacts; the one that caught my attention the

most is lab-grown diamonds, as it is an optimal way that will produce the same product of the same quality and thus avoiding taking raw materials from the earth.

- Before this interview I only knew about the laboratory production of diamonds, what I knew is that the quality that can be achieved is very high and also the costs of these diamonds are considerably lower. I was very interested in the animal hair, the process is innovative and interesting.
- No, I had never heard of lab-grown materials before, the one that caught my attention the most was the diamonds because I never imagined that this was possible, let alone that they are of the same quality and purity and you can't identify the differences with the naked eye.
- The one that caught my attention the most was the hair because I find the whole process interesting and how it is carried out, it seems to me too innovative and promising for the industry, sustainability and also technologically. Previously I only knew of initiatives related to plant-based leather.
- I had not heard of them before, the product that caught my attention the most are diamonds, because the pressure and temperature they have to reach are very high so I am curious about the equipment they would have to use and the size of this to develop them.
- I was not aware that luxury brands were growing materials in laboratories. The one that caught my attention the most was cultured diamonds since this practice as it is currently done requires a large tract of land and an alarming amount of water.
- Yes, I know the hair. I did not know this process but if I was asked about "fake hair", I knew that it was done, with plastic I think, so if I "knew" about the realization of this but not in this way, then I would not know where my answer falls; of the rest of the processes I did not know. The one that catches my attention the most is the hair, since it completely changes the characteristics of the fake hair, to make it natural and with luxury quality.
- Yes, I am very interested in leather, since leather goods factories are potential polluters of rivers. Previously, I elaborated a project of vegetable leather where I had the opportunity to see closely this problem and how we can take sides and look for other solutions such as this leather elaborated in the laboratory or the vegetable leather elaborated from plant residues.
- Yes, I learned about the creation of diamonds in a laboratory through a Netflix docuseries called "In a nutshell" and I found it very interesting and a very effective

way to obtain these products, which are in high demand around the world and of great value, in an easier and faster way and with less environmental and social impact.

- I did not know about these practices. The one that most caught my attention is the production of diamonds, because it is difficult to consider the external production of this preserving the purity that characterizes it.
- No, before this I had not heard about lab-grown materials. The one that caught my attention the most is lab-grown leather because the process time is very short (2 weeks) compared to that of a traditional process.
- No, I was not familiar with any of these practices until today. As a personal reference, the lab-grown diamonds particularly raised my interest. I just find it fascinating to witness such an advance in technology where we can artificially produce the same grade of diamonds as earth offered us. The possibility of reducing pollution and destruction caused from regular mining also seems reassuring if taken place at an early stage.

Question 3

- Convenience, excellence, popularity
- Exclusivity, exploitation, costs
- Exclusivity, status, valuable
- Costly, scarce, exclusive
- Money, power, exclusivity
- Quality, exclusivity, clothing
- Clothing, jewelry, cars
- Expensive, ostentatious, exclusive
- Quality, exclusivity, elegance
- Quality, exclusivity, fashion
- Money, quality, wealth
- Aspiration, status, exclusivity
- Exclusivity, style, class
- Elegance, fashion, exclusivity.
- High-standards, elegance, quality

Question 4

- Planet, truth, values

- Future, development, duty
- Innovation, development, environment
- Laboratory, innovation, synthetic
- Conscience, kindness, achievement
- Fur, diamonds, nature
- Exclusivity, ecosystems, environmental organizations
- Recycling, Stella McCartney, responsibility, responsibility
- Environmental, responsible, raw materials
- Eco-friendly, comfort, innovation
- Recycling, environment, fast-fashion
- Contribute, sustainability, eco-friendly
- Cruelty-free, fur-free, handmade.
- Environment, nature, common good
- Ethical, creative, caring.
- Flexible, Durability, Eco-friendly

Question 5

- I almost never buy luxury brands because I feel that non-luxury products can perform the same benefit and save me some money, for me it is important to have many benefits of a product and a low cost. If I were to make my first purchase I would like it to be in store.
- I have purchased a few products. The purchases have been made online. The reason why I have bought luxury brands is because of recommendations and expectation of the quality of them. A month I can buy between 3 and 4 products.
- My frequency of purchase could say that it is moderate. Some of the times I have made purchases have been when I travel to other countries, as a habit, I go to several stores to pre-select the products of my liking, then I measure them and choose the ones that catch my attention. What has led me to buy these products is the taste I have for fashion. I enjoy the buying process before going to the store because I go with the expectation that I will acquire a quality and exclusive product. I have used both channels, but personally I enjoy doing it directly in the store.
- I have bought some products. It leads me to make the purchase that always in these products the quality is very high, there may be products with the same quality for a much lower price but they are difficult to find and involves a lot of experimentation or

testing, while with most luxury brands one goes to the fixed. I enjoy shopping in store so I can use factors such as touch, smell or just seeing the product in real life. Also, with many of these that feeling of when something is new is not lost over time. A month I buy between 2 and 4 luxury products.

- Once a month, the desire to be able to acquire some object or material that I feel, want or need in my life, usually in person in a store, however, occasionally also virtually or online, this channel seems to me more efficient and I lose less time.
- I have never bought luxury goods, I consider them unattainable, if I were to buy someday I would like to do it in the physical store to live the full luxury experience, and even more so if it is lab grown materials.
- What makes me make the purchase is the quality of the product, the usefulness and how attractive it seems to me at first glance. In the buying process I would feel better when acquiring something that has the above mentioned. And I prefer to buy in a physical store rather than online, as it allows me to see the quality of my product and it is a better experience in every way. A month I get to make between 3 and 4 luxury products.
- I have bought some products, what drives me to do it is the quality, the brand recognition and the guarantee that has to have this type of objects. I can do it online or in physical store, although in the case of laboratory materials in the first instance I would like to do it more in the physical store. I buy between 2 and 3 luxury products per month.
- I have bought some luxury products, I have done it mostly for the quality as I look for a long shelf life. I have made purchases in physical stores because I like to try on the items before buying them, because I want to be sure that if they fit me well and because I like the attention they provide in stores, such as personalized assistance and the treatment given by the workers. I can buy between 4 and 6 times a month.
- A month I can say that between 2 and 4 products, I buy it for convenience and aesthetics, in some way or another also for status. I buy them for convenience and aesthetics, and in some way also for status, and I buy them because I can afford them, because of my purchasing power, and because I like seeing a product like this. I'm not one to follow luxury trends and plan my purchase - I only see it and buy it if I like it and have the ability. The times I have done it I do it in store.

- I'm not a frequent shopper but the times I've done it, I do it because I need the product. So if I need a shirt, I go to stores because I like to try on clothes, I don't like to buy clothes online and even less if it's luxury.
- I have bought luxury brands on very few occasions, products like accessories, I don't buy very often because I am a student and my budget is limited plus I give priority to other things. I like luxury items to go directly to the store because I feel it is part of the experience provided by the brands and if I am going to invest so much in a product I like to be 100% sure about how it looks, the material, the size, the colors, etc. Buying this kind of item gives me a sense of satisfaction and security, and having the product I feel it gives me status.
- I don't really know how often I do it, but I can say that it is high every month. I choose to buy in luxury brands because I like some products, I find them of good quality and sometimes I consider them as a reward for achieving some goal. In the buying process I feel excited and at the same time fulfilled for having the opportunity to buy it. When I have the product I also feel happy and I am very careful. Generally the channel I use to make the purchase is in the physical store because that way I make sure that the product is in good condition and I don't risk problems with distribution or shipping.
- I buy luxury products at least 3 times a month. I spot a need, whether it's a bag, shoes or belt. I make sure it's a time when I can sustain a larger-than-usual expense. I search online, then go to the store (usually) to see the product in person and buy it in store.
- I usually purchase luxury products once every 2-3 months depending on what I need. For luxury items, I prefer shopping in-store than online. I highly appreciate seeing and feeling a product of my interest.

Question 6

- I would consider buying more products because supporting brands, regardless of whether they are luxury or not, that support and give back to the environment is a way to safeguard our future and help preserve the planet.
- I don't know if this will affect my current consumption habits, but I would be more comfortable buying these products with the implementation of LGP, because I would buy the product I like knowing that it does not generate a great environmental impact.
- Yes, as long as its quality is equal or improved, because when I buy a product I check its origin to verify its quality rather than its manufacture per se.

- I totally agree, I would change my consumption habits in a very big way and I would lean in great part towards industries or companies that implement the LGP.
- Yes, I think all of us would like to consume luxury goods and products that are sustainable and respectful of the environment and social issues.
- Yes, it would be good to help the environment a little bit starting from consumption.
- I think I would change them because many times I have liked some items, but because they come from certain animals I have not bought them so as not to be part of the promotion of animal farms just to turn them into products.
- I don't think so. For me the use of animal leather, fur or diamonds has not been a determining factor for my purchases, of course I am not a regular buyer of these products, but if I were, I would not change my perception because of these factors.
- I would change them, because seeing the problems that result from the second most polluting industry in the world, it is time to make this change, however it must be emphasized that these products must continue to have a high quality and durability. In the same way, I feel that I would change them more easily than jewelry.
- I think that if I had the opportunity to buy in a luxury brand regardless of the price, the sustainability factor would be something that would make a difference in my purchase decision, for example I would not be willing to buy a fur coat because I do not agree with animal cruelty; but perhaps by having the experience if I know that it is fur produced in a laboratory and cruelty-Free I would be willing to buy it. Also, as I mentioned before, I feel that the issue of sustainability is gaining strength and it is very important that companies look for this type of technique.
- I believe that all types of change remain skeptical at first. Since it is quite a new method of introducing luxury, I may question myself to ask what type of flaws it holds.A similar example would be the fresh market of Hybrid/Electrical cars. I think that time is needed to adjust peoples' minds in purchasing such products as a priority as well as fixing any inconveniences it faces.
- I would not change my habits because it is honestly not a factor that I consider relevant when making a purchase. However, I think it would be an added value.
- If I were to buy a lot of luxury, I would look for sustainable practices. Particularly because I don't like to buy anything that compromises the life and welfare of an animal. And why I believe that those brands that do not make efforts to combat the problem of resource depletion and damage to the planet, are not worth it.

- I totally agree since most luxury products are made of leather, using sustainable leather would make me start buying many more products and more often.
- Yes, I think one of the biggest problems for me is that luxury industries tend to use a lot of animals and I don't understand the need for them to do so. I don't know if vegan leather exists (I think I've heard of it) or with some of the alternatives you explained I think I would buy with much more peace of mind.

Question 7

- I believe that it could change the perception in a positive way because nowadays people are more aware of the conservation and care that should be taken to the environment, so many of the purchases that are made are influenced by this factor, so in my opinion sales could increase.
- I think you can do it both ways because depending on the person will impact in a positive or negative way, many people who love luxury industries prefer that the animal skin is produced as it is being done, because doing it with LGP loses quality, exclusivity and rarity, but there are people who go very hand in hand with the environment and they may like even more this new model.
- By implementing this LGP model well, I think that it can be positively adapted to luxury consumers depending on the marketing that the industries do. Perhaps the rarity and exclusivity will be less, because they are produced based on demand and their scarcity is fictitious, so their intrinsic value could be very unstable.
- From my point of view I believe that at the beginning there was some form of resistance towards the new products, although I also believe that in the medium or long term it would be a totally positive, strongly lasting and acceptable perception towards this industry.
- I believe that LGPs would allow more people to consume luxury products, but I also believe that the perception of them would change in the people who currently consume them, because they are looking for exclusivity.
- Maybe it would lower the exclusivity or prestige, but that is a low price to pay if you are trying to help our planet. So in those aspects the use of LGP is negative but for the environment positive.
- I would say yes, more negative than positive, a lot of the people who buy luxury things do so because no one else can get them, the rarity of the objects is what makes it luxurious by creating it by lab, though no matter how hard it is to do it, it will lower people's expectations a lot.

- 50/50. A lot of people, as I said, are moving more and more to environmental, animalistic and sustainable consciousness, however, I may be wrong, but people who buy luxury I don't feel care about these kinds of things and changes - on the other hand, they do care about the rarity and authenticity that these products present in their leathers or diamonds, not paying much attention to how good looking or sustainable it is.
- I believe that as long as the brands continue to have the same quality standards, the perception that would be obtained would be positive, since they would be satisfying an increasingly demanding customer who is concerned that the products they purchase contribute to sustainability. In my opinion, if it is used in the best way, avoiding greenwashing and establishing clear and defined marketing objectives that show how the use of these new products is being implemented and how they attack the problem of pollution and how the customer contributes to a better planet, the perception would be one of prestige and exclusivity depending on the sustainable innovation that is used.
- I think it depends a lot on the generation, maybe the younger generations tend to look for innovative products with the least negative impact on the environment, but for example other older generations, which I think are the main buyers of the brands that are in the market who are the main buyers of luxury brands, they might perceive this type of products as lower quality or simply not feel the same sense of exclusivity that they already have with the products; for example: diamonds, someone who really values precious stones or enjoys buying jewelry, may have the perception that the diamond produced in a laboratory, although it has the same characteristics of a natural diamond, is of lower quality and purity, the characteristic of rarity or that it is difficult to get, which may cause customers to feel that they lose the exclusivity factor.
- I believe that if it would change completely, surely for those people who lead a lifestyle full of luxury and exclusivity, it will have a negative impact, because one of the first impressions that could give these new practices is the loss of these two characteristics, likewise it would have an impact, but positive in those who have not been motivated to acquire luxury brands due to the practices that are currently carried out.
- Yes, positive. I believe that many people are now developing a much more sustainable mindset and are trying to apply this to all their daily practices. So, luxury brands could have more respect and recognition for implementing more sustainable practices.

- I think it would be in a positive way. Social responsibility is a factor that is increasingly important for companies and those that do not follow it will lose prestige and credibility.
- Well, I would think it would be positive considering the awareness that is being generated lately regarding the environmental issue. If you know how to do good marketing and continue to maintain the exclusivity of the product, I would not see why it would be taken as something negative.
- I think that it all depends on the marketing with which the products are launched, companies have to choose to create awareness that there is no difference between the two types of products, because otherwise, since they are not natural products at first glance, it is easy to think that they are not of the same quality and exclusivity.

Question 8

- Quality and fashion, one of my main motivations are the designs that present luxury items are usually rare, innovative and exclusive. Another great motivation is the quality of these products as it is sure to be very good, I also get a little carried away by the trends of my tastes.
- Brand reputation, quality and durability of the goods.
- My main motivations are price/quality, that it meets my expectations. Similarly, the design is another of my motivations, it is very important that whatever the brand is, the design is to my liking. Also, the reputation of the brand is very important because in some way I can guarantee the reliability of the product.
- In my case I would look for quality, because a quality product generates comfort and confidence.
- I like fashion, trends and quality.
- The quality relationship, and having the backing of the brand is what drives me the most, knowing that what I am acquiring is the best I can find in the market, and that it will give me very good results regarding what I am looking for and need.
- Quality, fashion taste and reputation.
- Definitely quality and status.
- The few times I have done it has been mainly because it is fashionable and because the brand I know will bring me some kind of social status. Quality is also important but in the background because I think if I buy from a luxury brand I already take it for granted that it is high quality.
- The exclusivity and the quality of the product.

- My main motivations are quality, investment, brand reputation, and feeling of satisfaction.
- Trends, durability and affordability
- Both for the fashion, the quality, the art implicit in the designs and also for the status.
- Mainly for the fashion, trends and art, secondly for the indisputable quality, but I feel that it is also related to the status that it generates in front of other people, although I always have to like what I really buy, I do not get carried away only by what is in trend.
- The sole purpose in which I purchase luxury products is quality. Of course I have my own style and preference, but what I essentially look at is the product's durability. It's kind of an investment if you think about it. If you take care of it properly, the item can last for years without losing much of its value.

Question 9

- The case that most caught my attention is that of LVMH and laboratory-grown hair, because for a long time the beauty and fashion industries have used animals for their own benefit regardless of whether they are living beings, so avoiding their suffering and their conservation will always be positive.
- Personally I really like jewelry, so I would believe that this is one of the cases that most attracts my attention, I know a little about the environmental impact caused by the exploitation to extract diamonds and the great damage it causes to the environment, Currently studies have revealed that we will have problems of water scarcity and this traditional mining of diamond extraction consumes too much water, besides its soil movement affects too much land for future environmental catastrophes.
- Tag Heuer's because laboratory diamonds used to be produced for industrial processes where diamonds were required for their performance attributes in hardness, durability, etc. However, when a company like Tag makes this decision, it is the people themselves who place a higher value on the good by trusting in the brand's reputation.
- The leather created in a laboratory is the option that most attracts my attention, because it would completely eliminate the suffering of animals that are used in that industry.
- LVMH, being such a big and powerful brand, could influence brands that use animal fur to stop doing so and think more about our planet.

- The laboratory diamonds, and that such a recognized brand has been able to support them and set an example to the rest of the brands to start with this type of materials.
- The one that caught my attention the most was the Tag Heuer and lab-grown diamonds, because the final result of the diamonds is impressive and almost impossible to distinguish between a cultured diamond and a natural diamond.
- That of diamonds. It generates many doubts as to what is the criterion to decide real diamonds or not. Unlike leather or hair, one does not "feel" diamonds, they are pure decoration, the value of a diamond lies in what it is and what it is known to be. If it looks and feels exactly the same, the question is whether the person buying it would care to know that they are not real diamonds. Or if on the other hand that appeals to him more.
- The lab-grown leather one because I find it very interesting how by means of a small biopsy they can produce billions of leather. That would be a great help for sustainability when it can be produced without environmentally harmful components.
- I really liked the first case because I feel that it addresses the issue of sustainability on two fronts, not only are they innovating in the production of skins through laboratory and without animal abuse, but they also take advantage of waste from other productions to complete their process. I think it is very interesting because it is part of the circular economy, and in this way they will continue to produce wines and champagnes but they will take advantage of those manufacturing wastes for the production of animal skins grown in the laboratory, reducing their waste and additionally creating an innovative product with quality and value.
- All of the three cases were very interesting to hear. However, if it comes to me, the Tag Heuer (LVMH) and lab-grown diamonds have caught my attention the most. I am curious to see the process and technology they use to create such materials.
- The case that caught my attention the most is Kering and lab-grown leather because it seems to me a new practice that can save many lives of many animals and also be an ideal replacement that meets the characteristics of traditional leather but without harming animals.
- The case that most caught my attention was Tag Heuer, definitely took the fundamental step to start with the change within the industry, since the other cases so far are projects, Tag Heuer shows that you can really create products with this type of materials.

- Tag Heuer, is so hard to believe that a laboratory diamond can have the same characteristics as a natural diamond. When you see the images you can see that the end result is impeccable and also should generate a huge satisfaction to have a product of such high quality knowing that it is not negatively affecting the environment or society, with the extraction of diamonds.
- The leather, because I have always related leather with pollution and animal abuse, more than hair for example, so creating an option that is more eco friendly and cruelty free seems incredible to me, besides that leather things look nice to me only that it gives me a lot of regret to think that I'm using something leather so I refrain from buying normally.

Question 10

- I would buy in all of them since the brands mentioned are of my entire taste, adding that by buying their products I would be helping the environment and encouraging my surroundings to the environmental awareness that we must start to have.
- Louis Vuitton, I consider that they would do all the tests to add this product to their inventory.
- I would buy Louis Vuitton, I have always dreamed of bags and shoes from that brand, besides being beautiful, they are of excellent quality, their designs are beautiful.
- Tag Heuer because they are committed to diamond laboratories and their final products are of excellent quality and their diamonds are flawless.
- I would say Kering, since leather is an industry that really annoys me, its process and procurement is quite cruel. Besides I would find the value of leather not so much in whether it comes from the animal, but its quality.
- I would buy from both brands because they both guarantee the quality standards.
- LVMH is an organization that I like and admire a lot, because this conglomerate manages several of my favorite luxury brands like Dior. So I think that if in the future I want in any luxury store, it motivates me much more to choose already knowing what all these brands have already knowing that they have all these sustainable innovations in the pipeline.
- LVMH, because of the variety of products they handle and the product categories.
- LVMH and lab-grown diamonds because it is an initiative that avoids mining and all the labor that goes with it, such as the miners and the low wages they have, as well as the damage to the environment that mining causes.

- I would buy from any of the brands of these conglomerates, although I would have a preference for those that offer real traceability of raw materials and products. The time will come when all brands offer this type of materials, then I will prefer the one that demonstrates that it does it in the most responsible way.
- In LVMH since through Tag Heuer they dared to innovate and launch a product with this type of materials setting an example to the entire industry, I would like to support this pioneering company, since the industry was for a long time skeptical to these changes.
- In Kering, specifically in Yves Saint Laurent because I love too much the designs of the bags of this brand and if it were for me I would spend much of my budget on them, but many times I have seen divine leather bags and I hesitate a lot in buying them, I almost always stop doing it because the bags of luxury brands are usually leather, for example I am craving for a specific design for some time but I regret that it is leather so if there is an alternative with the same design and of the same brand that is sustainable I would be very happy.
- My inclination would be for a brand belonging to LVMH since it is clear that the conglomerate is really making an effort to add this type of materials in the manufacture of their products and especially with the material that I consider to be less credible as diamonds.
- I would be most interested in purchasing LVMH's lab-grown hair products. Winter luxury clothing generally involves animal fur to conserve heat as much as possible. If LVMH manages to artificially recreate lab-grown hair, their future product would be a huge relief for animal cruelty and also a great way to create products of the same standard.

Question 11

- Yes, I would like it to have some kind of insignia to recognize that it is a sustainable product so that consumers have a way of knowing that they are supporting the implementation of this new methodology that benefits us all.
- I would like the product to have recognition because this generates an added value to the brand due to the sustainable production process. Nowadays we can see that some products that go hand in hand with helping the environment can cost more, it could be done in several ways, in its symbol, label or product design.
- I wouldn't mind if it had it but it wouldn't be important for me to explicitly show it.

- If I would like to know that they are animal cruelty free products, that in order to carry that good no animal had to suffer mistreatment. I would like to be able to identify those characteristics at the moment of choosing the product, just like beauty products.
- If I would like, it would be like a kind of design, not different from the brand that endorses it, something like a decoration or small that is distinctive and easy to recognize but already in the brand that everyone has seen.
- The truth is that I would be indifferent to any distinction, but if I had to choose one, I would like the logo of the brand to have some change either in its color or something additional that would identify that product as a sustainable product.
- Yes, in my opinion it would not make sense if it is just a copy of the normal one. I would like it to be noticed.
- I would like it to be a new brand name and complement the logo. For example LVMH and add something sustainable because in this way people will feel identified with its help to the environment and the search for a better planet.
- Yes, I would find it very interesting that these brands take advantage of this type of sustainable initiatives to include it in their Storytelling, and I feel that by showing it they also generate even more identity with their customers who are currently looking to consume sustainable products.
- I do not consider it necessary to change the design or the prototype of the products, as this is what makes each brand unique, it would be enough if the consumers of the brands had access to information about the manufacturing of the products, that the brands provide the necessary safety for consumers.
- I would like it to have something to distinguish it, like a logo or a symbol because that would be a way for people around me to know that there are other more sustainable alternatives.
- I would like it to have something, but very subtle and discreet, that does not break the harmony or the design of the product, but that can be recognized so that people know about it and are motivated to start changing their consumption habits.
- The truth is that I don't see it as a determining factor, if I buy this type of product it is because I feel better with my contribution to the environment, I am not interested in others seeing that I am doing it, so it is irrelevant to me.
- I would not like it to have any differentiating element, since it is not about changing the product as such, nor its design or utility, but to generate less impact. The idea is to

have the same products, with the same characteristics but in a responsible way and without generating negative impacts.

- I think that I would find it interesting and appealing for myself to see and even purchase some products of such sort. I clearly see it as a new mouvement and have a direct impact on regular luxury shoppers.

Question 12

- I think it would be useful to use both regular and innovative marketing strategies so that the widest possible audience can be reached.
- I would prefer them to be innovative. Different from the conventional ones since the elaboration process would start to be different from the traditional one, it should generate a marketing of environmental awareness without losing its essence, it is important to make big events, exclusive but at the same time highly popular worldwide to draw attention and the desire to purchase sustainable products without losing all the essence of a luxury product.
- Communicating it would give them a very strong force with consumers, however, the value proposition of the items must remain intact. So I think it should be a mix that manages to maintain harmony.
- I would like the advertising to be clear and to be able to identify that the products are sustainable, socially responsible and/or animal cruelty free, this would allow me as a consumer to know that what I am looking for in the product is fulfilled by the seller. This would allow me as a consumer to know that what I am looking for in the product is being fulfilled by the seller. I think it should be presented in a different way to the conventional, create a new proposal.
- Yes, there should be a campaign, educate people about this type of product samples, that the quality and style do not change. They should create a different marketing strategy than the classic luxury brands.
- I would like them to change their marketing strategies, as I think it is very important that customers know about their new processes and that they are ecofriendly. I think they should have a section in their stores that shows everything they are doing, step by step, so that customers can see that they are really committed to sustainable practices.

- Innovators. It wouldn't make sense to invest so much money, time and resources to stay the same. It could be a whole new line, full of opportunities and new customers, and with new and aggressive marketing they can reach unanticipated markets.
- They can't stay with business as usual, they have to innovate in all marketing strategies and show in the best way how they made their supply chain sustainable and what are the benefits that each product has on the environment. Make a special launch event, then make a large number of events where people can go and feel this new product, instructional videos, explanatory videos, advertising in all media to communicate the objective and benefits.
- I think the issue of marketing luxury brands is delicate because companies need to maintain their aspirational and sophisticated image, so I think maybe they should make a change but not too drastic, that is, not to focus marketing entirely on sustainability because I feel it will not work for this type of brands, but as I said before making it part of the Storytelling of the brand and products can generate value.
- It would be good for the brands to show the new approach of the brands in order to get new customers and provide the necessary security to the current customers about the quality and exclusivity of the products.
- I would like them to be innovative with marketing strategies because it is a complicated and controversial topic, so it deserves to be communicated in an exponential way and reach many people. An event in several cities that are fashion icons would be good (Milan, Paris and New York).
- I don't care but I feel that the brand for image, attraction and so on should obviously change its strategies or at least include some new ones to show more of its sustainable products, advantages and thus raise awareness among regular customers that lab-grown materials can be just as exclusive and good as the others.
- If they totally have to renew their marketing strategies for these products keeping in mind that the main thing is to change the perception that consumers have of this type of materials, because if they do not create awareness or communicate that the quality and characteristics of the products remain intact they may run the risk of buyers thinking that lab grown products are inferior to traditional ones.
- I believe that there should be a little mixture of both strategies. There should definitely be a highlight introducing lab-grown products for consumers to be aware of the new methods. Luxury brands should also find a way to keep their traditional

marketing while displaying the new highlighted LGP so that regular shoppers do not feel disoriented.

- I believe that they must present a harmonious mix that maintains the aspirational character of the industry, they cannot fall into traditional marketing strategies, they have to be very careful with the way they communicate these changes, it has to be in an innovative way but maintaining the elegance and exclusivity of the industry.

Question 13

- Development, conservation, progress
- Sustainability, technology, development
- Environmental, sustainability, progress
- Innovation, sustainability, environment
- Change, sustainability, progress
- Sustainability, innovation, progress
- Innovation, sustainability, technology.
- Technology, development and sustainability.
- Opportunity, animals, future
- Sustainability, animal respect, change.
- Change, innovation, responsibility
- Technology, advances, future
- Science, innovation, sustainability
- Growth, breakthrough, differentiator
- Impact, reduction, change

Question 14

- Projection, environmental, costly
- Exclusivity, awareness, impact
- Costly, environmental, innovation
- Eco-friendly, comfort, innovation
- Innovation, responsibility, development
- Development, eco-friendly, contribute
- Development, innovation, solution
- Innovation, positive impact, exclusivity

- Development, future, reuse.
- Quality, durability, awareness.
- Durability, awareness, leadership
- Contribution, responsibility, development
- Futurism, solutions, costly
- Projects, strategies, sustainability
- Responsibility, participation, contribution

Question 15

- I believe that it will have a future because of its environmental and social impact, however, it is important to find a way that costs do not rise because it would become a business of a smaller niche than it is today.
- I think it would have a very successful future, this only depends on the marketing that luxury industries implement to their consumers. Their products could become more valuable in the future, as currently some products that are developed to help the environment become more valuable, as in the case of electric or hybrid vehicles. It is very important to generate that environmental awareness to the consumer without losing the characteristics that generate exclusivity, status and customer satisfaction.
- I believe that human beings during the last decades have generated awareness of the impact that our consumption generates on the planet, but we also consume more and more, I think this type of solutions would help to generate a balance, necessary to make the planet sustainable, because it is also clear that there are more and more people on earth and therefore more consumption.
- I think it is something that is necessary, something that will give a plus to many brands, there will be many people who did not buy before will do it, because the idea that helps the environment sells, will be a long-term success of a work in the short and medium term.
- Yes, technology is advancing for this type of industry, making any business model easier and cheaper is feasible for this type of product.
- I think that at first positioning these products as luxury products can be difficult because people relate sustainable with cheap and poor quality, however, if companies are responsible for making a good marketing, where they make see the whole process as something unique, quality and exclusive, they can position these products and achieve success.

- I believe that if there is a large part of the current market that welcomes it well and that many new markets will open, however I know that many people will remain faithful to the classic and traditional products. I do not see it as a fixed and total change towards this trend, I see it more as a line of brands.
- I do believe that it will have a successful future in the industry and like the other ways of replacing the materials of the current industry with sustainable products, it is the future for the industry. Because being one of the most polluting industries requires a change now, and the change is in these materials that contribute to reduce pollution. However, in my opinion, it is time to lean more towards products involved in a circular economy so that when they are discarded, they are the beginning of the life cycle of another product and not just a waste that continues to pollute the planet. For this reason, leather from vegetables seems to me to be another very good solution. But this is the future, it seems to me that the companies of the industry were so concerned about producing that they have failed to innovate more in the sustainable world but now they are with a more demanding customer that forces them to change. For this reason, it seems to me that this is the future to help reduce pollution and mitigate the impact of climate change on future generations.
- I believe that these products are going to have a successful future because they help the industry to maintain certain products that are still in high demand but due to environmental issues or social problems. What these types of innovations help companies is precisely to offer consumers solutions to their needs, or in this case perhaps their desires, while maintaining the characteristic quality of luxury brands, but at the same time getting closer to their sustainability goals of reducing their negative impact on society and the environment.
- If brands focus on preserving the quality and exclusivity of their products, sustainable practices will have a positive impact on them in the long term, because in addition to being recognized for their luxury, they will also be recognized for their social responsibility.
- I believe they will have a successful future in the luxury industry because they are an opportunity for brands to become sustainable and socially responsible, an added value and one more reason for users to feel attracted to buy luxury products without worrying about the chemical process the raw materials go through.
- As a personal point of view, LGP can revolutionize the world of luxury if done properly and with patience. Even if LGP is similar to regular natural materials, it still

remains a product of its own. It will need time for regular shoppers to adjust their priority purchase to LGP.

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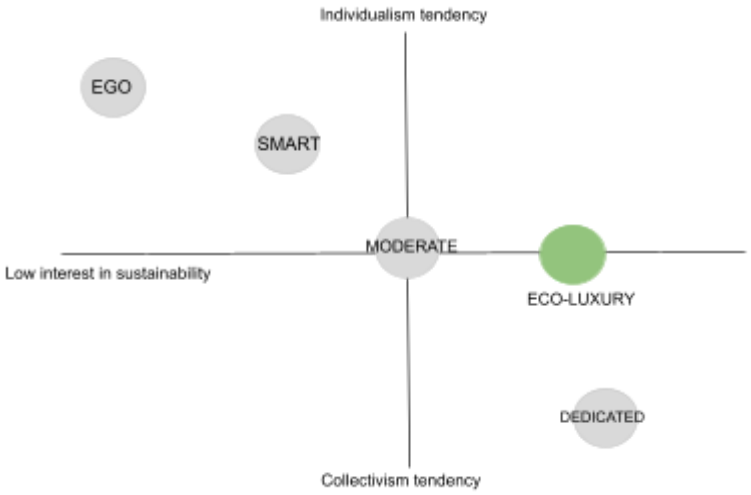
Appendix 4 Analysis



Model A:

Question 4:

Focused on Luxury Industry	Focused on Self-image
Brand - Innovation - Development - Responsibility - Value - Duty - Laboratory - Achievement - Stella McCartney - Fast fashion - Creative - Flexible	**Social** - Environment - Eco-friendly - Nature - Planet - Truth - Future - Ecosystems - Sustainability - Common welfare
Product - Recycling - Raw materials	**Personal** - Conscience - Contribute

- Synthetic - Fur - Diamonds - Cruelty-free - Fur-free - Handmade - Durability	- Comfort - Responsible - Kindness - Exclusivity - Ethical - Caring

Question 14:

Focused on Luxury Industry	Focused on Self-image
Brand - Innovation - Development - Responsibility - Solution - Positive - Leadership - Strategies - Projects	**Social** - Awareness - Environmental - Impact - Eco-friendly - Future - Futurism - Sustainability
Product - Costly - Durability - Reuse - Quality	**Personal** - Exclusivity - Contribution

Model B:

Question 4 = does not classify within any type of consumer (new consumer type)

Question 14 = Dedicated consumer