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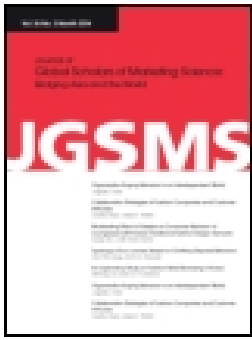
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Haute couture-to-table? A study of luxury fashion-brand restaurants/Cafés

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ABSTRACT

The significant rise in luxury shopping has recently gained much attention. This paper seeks to better understand the factors involved in luxury consumption. Specifically, a list of 10 luxury fashion-brand restaurants/cafés are identified and used to survey customers' motivations, perceptions, demographics, and purchase behavior. This study finds that brand equity drivers significantly influence individual's intention to visit other luxury fashion-brand restaurants/cafés, and purchase products that are associate with the luxury fashion-brand restaurants/cafés where he/she has previously patronized. Female customers show loyalty to luxury fashion brand products and revisit that specific fashion brand restaurants/cafés. These findings enrich and update the existing body of knowledge on luxury-branded restaurants/cafés in relation to customers' decision making. This study also provides practical implications for luxury fashion-brand F&B owners.

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Luxury fashion-brand; luxury consumption; food and beverage venture; dining; hospitality

1. Introduction

Luxury brands or high-end fashion brands, such as Chanel, Dior, Gucci, and Versace, are, in the minds of consumers, associated with an elevated level of price, quality, aesthetics, rarity, extraordinariness, and/or a high degree of non-functional associations (Heine, 2012; Keller, 2009). This traditionally retail-oriented industry has expanded in recent years into food and beverage (F&B) businesses in order to increase their branding and to diversify risks and revenue streams, a move that can help keep businesses stable (Sito, 2015). In addition to branding and revenue purposes, high fashion brands seek to establish luxury-branded cafés in order to enhance consumers' shopping experience (Hwang & Ok, 2013). For example, Dior, Chanel, Armani, and Versace operate with celebrity chefs when running their F&B operations, thus maintaining high-quality associations with their brands. Consumers are seeking a more engaging and memorable shopping experience; if retailers can captivate them with experiential elements like restaurants and cafés, it can thereby increase dwell time and thus boost sales (Atwal & Williams, 2009; Pine & Gilmore, 1998).

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The hospitality industry, particularly the F&B sector, seems to be the business to which high-end brands most relate when it comes to diversifying their products. After all, fashion and hospitality are both considered as commodities consumed by the population segment that is willing to pay to pursue certain lifestyles involving creativity (Kang et al., 2012). The brands thus drive visitation and loyalty (Bobila, 2017). Geographically speaking, luxury fashion-brand F&B ventures exist mainly in Europe – such as Thomas Café (by Burberry) in London, Armani Nobu in Milan or in Asia, Café Madang (by Hermès) and Café Dior in Seoul, and Beige Alain Ducasse (by Chanel) and Bvlgari Il Ristorante Luca Fantin (by Bulgari) in Japan. In 2015, Gucci opened the world's first full-service branded restaurant, 1921Gucci, in Shanghai. Vanitas Restaurant (by Versace) can be found along the Gold Coast, Australia. Some high-end brands have even expanded their empires to hotels, such as Versace's Palazzo Versace (in Dubai, Macao, and the Gold Coast). Armani has the most diverse establishments including restaurants, cafés, and hotels, across North and South America, Asia (especially the Middle East), and Europe.

These European brands have chosen not to open F&B ventures in the countries from which the brands originated (such as France or Italy) but in other countries, particularly in Asia. In recent years, shopping power and taste for high-end goods for consumers in Asia have been growing (D'Arpizio et al., 2017; Deloitte Touche Tohmatsu Ltd, 2017; McKinsey & Company, 2017; Wassener, 2011), mainly because Asian consumers look for value in products that are exotic. On the contrary, only very few luxury brands have reached out to the US or Canada for their F&B ventures (Danziger, 2017). Even American fashion brand Ralph Lauren opened its first coffee shop in Hong Kong in February 2018, instead of a US location (Lok, 2018).

A few studies have examined the relationship of luxury brands, luxury goods, and luxury hospitality and real estate (H. B. Kim & Kim, 2005; Dallabona, 2014; Preiholt & Hägg, 2006; Walls et al., 2011; Yang & Mattila, 2017). In terms of luxury restaurants, the role of the host (Hyun & Kim, 2014), loyalty (Bahri-Ammari et al., 2016), and revisit intention or nostalgic reasons (Hwang & Hyun, 2013) have drawn attention in current research. However, insights are lacking in the relationship between luxury fashion brands and their related F&B ventures. Based on selected Asian metropolitan cities, this study researches whether the customers' motivations, perceptions of these high-end brand, gender and generation will carry over to the affiliated brand shopping and F&B ventures dining behavior.

2. Literature review

2.1. Luxury consumption in hospitality

People are likely to present their social status by showing how much better they are than others (Han et al., 2010; Hudders, 2012). The theory of the leisure class (Veblen, 1899) argues that what confers status is not the accumulation of wealth, but conspicuous consumption, which is evidence of wealth. Conspicuous consumption shows how much wealthier some people are than others, which establishes their social status.

Therefore, people exhibit their social status through conspicuous consumption of non-necessary products.

Prior research links conspicuous consumption to the recommendation of experience consumption (Carter & Gilovich, 2010; Van Boven et al., 2010). People are more versus less likely to feel happy when they spend their money on life experiences, such as vacations and dining, versus on material possessions such as jewelry and handbags (Van Boven & Gilovich, 2003). Hospitality service is a major component of life experiences (Howell & Hill, 2009). For instance, high-value food and beverages are consumed because of the desire to differentiate oneself from others (McCarthy et al., 2001). Thus, luxury-branded restaurants provide a dining experience that matches the high-quality level of their goods, looking to motivate people to consume in a luxury-branded restaurant in order to exhibit their social status.

2.2. Motivations of luxury consumption and luxury fashion-brand F&B ventures

Prior research supports a framework of prestige-seeking consumer behavior (Vigneron & Johnson, 1999, 2004). The framework includes five motivations for consumption of luxury brands (Vigneron & Johnson, 2004): perceived conspicuousness, perceived uniqueness, perceived extended self, perceived hedonism, and perceived quality.

People are keen to purchase luxury products for interpersonal and personal reasons (Vigneron & Johnson, 1999). In the interpersonal aspect, people are conscious of how a reference group evaluates them. Perceived conspicuousness, perceived uniqueness, and perfectionism are the result of a tendency to be concerned about the reference group and its evaluations. Perceived conspicuousness signals wealth and social status (Kim & Jang, 2017); people motivated by conspicuousness are likely to use high price as a proxy to exhibit their social status to the reference group (Lichtenstein et al., 1993). The desire to differentiate oneself from others defines perceived uniqueness (Snyder & Fromkin, 1977); a perceived limited supply of products enhances the consumers' value of and preference for a brand (Lynn, 1991). "Perfectionism" is the characteristic of pursuing high personal standards (Slaney & Ashby, 1996). Perfectionistic consumers put more importance on having greater quality, and luxury brands are supposed to give superior product qualities and performance as compared to non-luxury products (Vigneron & Johnson, 2004).

In terms of the personal aspect, two major motivators are relevant: hedonism and materialism. A hedonic motivation is based on pleasure, including senses such as taste, sounds, scent, and the impression of the experience with products (Hagtvedt & Patrick, 2009; Holbrook & Hirschman, 1982). Hedonic value has gained attention as a critical factor influencing consumers' behaviors on the luxury market. In the restaurant industry, some research has compared the effect of hedonic value and utilitarian value on consumer behaviors (Ha & Jang, 2013; Yang & Mattila, 2016). While consumers are motivated by utilitarian value for quick-service restaurant consumption, luxury restaurant consumption is more motivated by hedonic value (Ha & Jang, 2013). Another study found that hedonic value more significantly influences consumers' intention to purchase luxury restaurant service, compared to functional value and financial value (Yang & Mattila, 2016). Materialism represents the individual's perspective regarding the role that

possessions should play in their life (Richins & Rudmin, 1994). Materialistic people are more motivated to purchase luxury products because they think luxury consumption can bring positive emotions (Vigneron & Johnson, 1999).

Research in hospitality demonstrates the drivers of customers' consumption in luxury cafés and restaurants (Kim & Jang, 2017; Lee & Hwang, 2011). In the setting of luxury cafés, previous research has demonstrated that the Y generation is motivated by social factors to consume luxury coffee, and by factors such as materialism and conspicuous tendencies (Kim & Jang, 2017). To identify the psychological drivers for luxury restaurant consumption, this research adopts the five motivations that Vigneron and Johnson (1999, 2004) propose for consumption of luxury brands. This study seeks to test whether luxury motivation drivers can create positive behavioral intention in consumers toward luxury fashion-brand restaurants/cafés. The study proposes specific hypotheses.

H_{1a}: Perceived conspicuousness influences consumers' post-dining behavioral intentions positively for the luxury fashion-brand restaurant/café.

H_{1b}: Perceived uniqueness influences consumers' post-dining behavioral intentions positively for the luxury fashion-brand restaurant/café.

H_{1c}: Perfectionism influences consumers' post-dining behavioral intentions positively for the luxury fashion-brand restaurant/café.

H_{1d}: Perceived hedonism influences consumers' post-dining behavioral intentions for the luxury fashion-brand restaurant/café.

H_{1e}: Materialism influences consumers' post-dining behavioral intentions positively for the luxury fashion-brand restaurant/café.

2.3. Effects of brand equity and luxury fashion-brand F&B ventures

The so-called halo effect (Thorndike, 1920) predicts a biased evaluation about an object because people rely on global affect rather than independent attributes. Previous research has insisted that the halo effect is driven by brand equity (Leuthesser et al., 1995). Brand equity is defined as the marketing effects or outcomes a product accrues with its brand name, compared with those that would accrue if the same product did not have the brand name (Aaker, 2009).

The value of a brand to customers is generally referred to as customer-based brand equity (Keller, 1993). Customer-based brand equity is defined as a set of assets that is linked to a brand's name and/or symbol and that adds value to a company or customers (Aaker, 2009). Most researchers agree that brand equity must be conceptualized as multi-dimensional (Srivastava & Shocker, 1991). One of the most widely-accepted frameworks includes four dimensions: perceived quality, brand loyalty, brand awareness, and brand image (Yoo & Donthu, 2001).

Brand equity plays a critical role in hospitality (Hwang & Ok, 2013). Previous research indicates that brand loyalty, perceived quality, and brand image positively influenced business performance in luxury hotels and chain restaurants (H. B. Kim & Kim, 2005; Hwang & Ok, 2013; Kayaman & Arasli, 2007). However, many researchers found that simply knowing the brand does not play a critical role as a brand equity driver (W. G. Kim & Kim, 2004; Kayaman & Arasli, 2007; So & King, 2010).

Although brand is sometimes a relevant factor for selecting luxury-brand restaurants and hotels, many studies on luxury restaurants focused on only the psychological effect on consumers' behavioral intentions (Ha & Jang, 2013; Kang et al., 2012; Kim & Jang, 2017; Yang & Mattila, 2016). Brand is sometimes a factor in understanding what drives customers to dine at the luxury-branded restaurant or café (Lee & Hwang, 2011). Therefore, the current study extends previous research by including the brand equity effect to explain consumer dining behavior in luxury fashion-brand restaurants and cafés.

Among the four factors of brand equity that were adopted by previous research (Yoo & Donthu, 2001), brand awareness is excluded, since previous research has found that simply knowing the brand is not a critical factor of brand equity in the restaurant industry (W. G. Kim & Kim, 2004). Thus, this study proposes that people will be positively motivated to dine at the luxury fashion-brand restaurant/café by brand equity. Specifically,

H_{2a}: Brand loyalty influences consumers' post-dining behavioral intentions positively for the luxury fashion-brand restaurant/café.

H_{2b}: Brand image influences consumers' post-dining behavioral intentions positively for the luxury fashion-brand restaurant/café.

H_{2c}: Brand perceived quality influences consumers' post-dining behavioral intentions positively for the luxury fashion-brand restaurant/café.

2.4. Demographic effects related to luxury fashion-brand F&B ventures

Understanding the market segment is essential to selecting a proper target market in a luxury market. Using demographic descriptors is one of the traditional approaches to understanding the market segment (Dubois & Duquesne, 1993; Shukla, 2012). Gender has been discussed as a key factor affecting purchasing patterns in a luxury market. Previous research suggests that men and women have different motivations to purchase luxury goods (Mattila, 2000). When women visit an upscale café with men, their status-seeking motivations toward the café are much higher when looking for potential mates, and they spend more time in upscale cafés for status-seeking reasons compared to men (Kim & Jang, 2013). Based on the different attitudes between men and women toward a luxury brand or luxury restaurant, this research hypothesizes that:

H_{3a}: Women will have more positive post-dining behavioral intentions than men for the fashion-branded restaurant/café.

As the baby boomer generation, X generation, and Y generation have distinct characteristics (Pooler, 2002), they engage in different purchasing behavior patterns. Baby boomers are likely to be well-educated and wealthy compared to other generations (Furlong, 2007). The X generation tends to be more independent, self-motivated, and self-sufficient (Loomis, 2000). So-called Gen Y consumers tend to have high levels of self-esteem and self-consciousness (Reisenwitz & Iyer, 2009). Given these different generational characteristics, analyses conflict in previous research about the role of each generation in luxury markets. Some research insists that older generations are the most dominant group in luxury markets (Francese, 2002). However, other research has found that Gen Y is more motivated to consume luxury brands compared to other generations (Eastman & Liu, 2012), and they can be considered as the major consumers in the luxury market (Twitchell, 2002). Kim and Jang (2014) further indicated that Gen Y spends more than previous generations, but this segment also has low levels of brand loyalty. Because Gen Y consumers have high levels of self-esteem and self-consciousness, they tend to differentiate themselves from others. Thus, Gen Y consumers are expected to have more positive attitudes toward luxury fashion-brand cafés and restaurants compared to other generations (Kim & Jang, 2014).

H_{3b}: consumers will be more likely than consumers of other generations to have more positive behavioral intentions for the luxury fashion-brand restaurant/café.

3. Methodology

The survey method was adopted to understand consumers' experiences and perceptions of luxury fashion-brand restaurants and cafés. A list of 10 luxury fashion-brand restaurants and cafés appearing frequently on online media were selected for this study. These included Café Dior, Cafe Madang by Hermes, Thomas's by Burberry, Vivienne Westwood Café, Beige Alain Ducasse by Chanel, Armani Ristorante, Vanitas at Palazzo by Versace, Gucci Café, La Terrazza Lounge by Bvlgari, and Aquarium at Alfred Dunhill. The targeted main population is customers from China, Hong Kong SAR, South Korea, Taiwan, and the US. An English questionnaire was translated into simplified Chinese, traditional Chinese, and Korean. Participants had the option to select their native language to complete the survey.

986 online questionnaires were sent out to potential participants in early June 2018. After responses that failed the screening questions and/or contained errors were eliminated, 500 samples remained valid for data analysis.

Multiple regression was used to test the relationship between several independent variables and one dependent variable. Post-dining behavioral intentions are defined as intention to revisit the same fashion brand restaurants/café, intention to visit other fashion brand restaurants/café, and intention to purchase the products of the

same fashion brand. Since there are three dependent variables, three separate multiple regressions were performed.

4. Results

4.1. Descriptive analysis

Among 500 participants, 54.6% were female; 69.4% were Gen-Y (birth dates ranging from 1981 to 2000); and nearly three-quarters (74%) had a college degree or above. 85.6% identified as Asian; 30.4% were from China, followed by 20% from Taiwan, 19% from South Korea, and 19% from Hong Kong SAR. Eighteen percent of customers' most recent luxury fashion-brand restaurant/café experiences were at Beige Alain Ducasse by Chanel; 16.1% went to Café Dior; 15.2% were at Gucci Café; 2.7% were at Aquarium at Alfred Dunhill; and the rest were divided among the other luxury fashion-brand restaurants/café (Tables 1 and 2).

4.2. Hypotheses testing

A multiple regression analysis was carried out to investigate whether luxury consumption motivations, brand equity drives, gender, and generation could significantly predict participants' intention to revisit the same fashion brand restaurants/café. The results of the regression indicated that the model explained 54.1% of the variance and that the model was a significant predictor of revisit intention, $F(10, 489) = 57.6, p = .001$.

Table 1. Demographics of the respondents (N = 500).

Characteristic	Valid Percent
Gender	
Male	45.4
Female	54.6
Age Group	
Y-Generation	69.4
Other generations	30.6
Education	
Less than high school degree	1.8
High school graduate	12.2
Some college but no degree	7.2
2-year college	4.8
4-year college	50.4
Graduate	21.2
Professional degree (JD, MD)	2.4
Country	
USA	10.6
South Korea	19.0
China	30.4
Hong Kong	19.4
Taiwan	20.0
Other	0.6
Ethnic Group	
Asian	85.6
Caucasian	10.2
African-American	1.2
Native American	0.4
Other	2.6

Table 2. Respondents last visited luxury fashion-brand restaurants/Cafés (N = 500).

Visited restaurant/café	Valid Percent
Café Dior	16.1
Cafe Madang by Hermes	11.0
Thomas's by Burberry	6.1
Vivienne Westwood café	7.8
Beige by Chanel	18.0
Armani Ristorante	10.6
Vanitas at Palazzo by Versace	5.3
Gucci Café	15.2
La Terrazza Lounge by BVLGARI	3.9
Aquarium at Alfred Dunhill	2.7
Other	3.2

Table 3. Summary of multiple regression predicting revisit intention.

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.667	.164		4.078	.000		
Perceived conspicuousness	.026	.037	.030	0.700	.484	.499	2.005
Perceived uniqueness	-.041	.026	-.054	-1.577	.115	.806	1.240
Perfectionism	-.019	.034	-.021	-.560	.576	.663	1.509
Perceived hedonism	.077	.041	.08	1.865	.063	.516	1.937
Materialism	.101*	.049	.103	2.084	.038	.381	2.623
Brand Loyalty	-.041	.046	-.044	-.886	.376	.388	2.579
Brand Image	.282***	.047	.268	5.952	.000	.464	2.156
Brand perceived image	.466***	.046	.445	10.141	.000	.487	2.054
Gender_Dummy	.101*	.047	.068	2.163	.031	.949	1.054
Generation_Dummy	.007	.051	.004	.130	.897	.949	1.054

Note: Dependent Variable: Revisit intention

* $p < .05$ ** $p < .01$ *** $p < .001$

“Materialism” ($\beta = .101, p < .05$), “brand image” ($\beta = .282, p < .001$), “perceived quality” ($\beta = .466, p < .001$), and “gender” ($\beta = .101, p < .05$) contributed significantly to the model (see Table 3). Therefore, Hypotheses 1_e, 2_b, 2_c, and 3_a are supported.

A multiple regression analysis was performed to predict the intention to visit other fashion brand restaurants/café based on luxury consumption motivations, brand equity drives, gender, and generation. A significant equation was found ($F(10, 489) = 10.15, p < .000$), with an R^2 of .172. “Uniqueness” ($\beta = .102, p < .01$), “brand loyalty” ($\beta = -.172, p < .01$), “brand image” ($\beta = .224, p < .001$), and “Perceived quality” ($\beta = .192, p < .01$) were significant predictors of intention to visit other fashion brand restaurants/café (see Table 4). In this case, Hypotheses 1_b, 2_a, 2_b, and 2_c are supported.

A multiple linear regression analysis was used to develop a model to predict intention to purchase the product of the same brand of luxury fashion-brand restaurant/café where they dined, using their luxury consumption motivations, brand equity drives, gender, and generation. Regression coefficients are shown in Table 5. All three predictor variables of brand equity drives had a significant

Table 4. Summary of multiple regression predicting visit other fashion-brand restaurants/Cafés.

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.766	.227		7.763	0.00		
Perceived conspicuousness	.007	.052	.079	1.348	.178	.499	2.005
Perceived uniqueness	.102**	.036	.129	2.804	.005	.806	1.24
Perfectionism	.088	.047	.094	1.868	.062	.663	1.509
Perceived hedonism	-.021	.057	-.021	-.363	.716	.516	1.937
Materialism	.067	.068	.066	.986	.325	.381	2.623
Brand Loyalty	-.172**	.064	-.178	-2.696	.007	.388	2.579
Brand Image	.224***	.066	.206	3.405	.001	.464	2.156
Brand perceived image	.192**	.064	.178	3.014	.003	.487	2.054
Gender_Dummy	-.006	.065	-.004	-0.092	.927	.949	1.054
Generation_Dummy	.072	.070	.043	1.028	.304	.949	1.054

Note: Dependent Variable: Visit other fashion brand restaurants/café
 * $p < .05$ ** $p < .01$ *** $p < .001$

Table 5. Summary of multiple regression predicting intention to purchase the product with the same luxury fashion brand.

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.800	.174		4.605	.000		
Perceived conspicuousness	-.003	.040	-.003	-0.076	.939	.499	2.005
Perceived uniqueness	-.034	.028	-.044	-1.239	.216	.806	1.24
Perfectionism	-.038	.036	-.042	-1.065	.288	.663	1.509
Perceived hedonism	.005	.044	.005	0.112	.911	.516	1.937
Materialism	.108*	.052	.107	2.079	.038	.381	2.623
Brand Loyalty	.173***	.049	.181	3.546	.000	.388	2.579
Brand Image	.215***	.050	.200	4.278	.000	.464	2.156
Brand perceived image	.398***	.049	.372	8.153	.000	.487	2.054
Gender_Dummy	.098*	.050	.064	1.967	.050	.949	1.054
Generation_Dummy	.077	.054	.047	1.432	.153	.949	1.054

Note: Dependent Variable: Intention to purchase the fashion brand product
 * $p < .05$ ** $p < .01$ *** $p < .001$

($p < .05$) effect on the intention to purchase the product of the brand, but only “Materialism” from the luxury consumption motivations was significant ($p < .05$) in the full model. “Gender” ($\beta = .064, p < .05$) also contributed to the model. The five predictors model was able to account for 50.4% of the variance in intention to purchase the product of the brand, $F(10, 489) = 49.77, p < .001$. Hypotheses 1_c, 2_a, 2_b, 2_c, and 3_a are supported.

5. Conclusion

The empirical study reflects current concerns in the field of luxury shopping, more specifically in luxury fashion-brand dining and product purchasing behavior. When looking at the factors that affect consumers’ intention to revisit the luxury fashion-

brand restaurant or café, buyers' sense of materialism, perceived brand image, and quality have positive influences. The brand stands out as a signal of luxury image and quality for its F&B venture. This signaling may indicate that those ventures are for customers who love the specific brand but can only afford its F&B dining experience rather than the luxury good(s). Compared to male customers, females are found to be more likely to revisit the same luxury fashion-brand restaurant or café that they have visited previously. Such finding is consistent with Mattila's (2000). Male customers might rather consume luxury brands for hedonistic reasons or may buy luxury goods for female friends and partners, which does not attach men to the fashion brand and its related F&B venture.

This study finds that brand equity drivers significantly influence intention to visit other luxury fashion-brand restaurants/cafés. Specifically, the more customers are loyal to one particular luxury fashion brand, the less they are willing to visit other luxury fashion-brand F&B ventures. This finding applies the luxury term specifically at personal level rather than generically. Here, adoring one fashion brand prevents a customer from consuming at other luxury fashion-brand F&B ventures.

From an upselling perspective, brand equity drivers significantly influence the influence on consumers' intention to purchase the product of the same brand that they dined at the luxury fashion-brand restaurant or café at which they patronized. In addition, women are more likely to purchase the product of the brand than their male counterparts. This is an important implication for operating a luxury fashion-brand F&B venture: restaurants and cafés can act as affordable channels to luxury goods. This study shows that customers with high brand equity do have luxury fashion-brand loyalty spillover effect on the brand F&B ventures, and products.

One must also consider that women are the major consumers; luxury fashion brands are the right commodities for them. Female customers show loyalty to all the luxury brands, if they feel a connection with these high-end brands. Generational membership influences neither luxury fashion-brand product purchasing or dining decisions. This could be because these brands are classic high fashion, instead of pop culture. While many recent media discussions focus on the best marketing efforts to attract millennials, the high-end fashion brand has the least need to worry about targeting such a segment. However, how to reach out to potential customers (especially women, regardless of generation) and how to increase their loyalty to the luxury fashion-brand, will still be an ongoing effort. As this study shows, once the customers become loyal to the brand, they are more likely to spend money on the affiliated products and services.

In today's consumer-oriented world, shoppers seek value in goods that are both novel and exotic (Choi et al., 2016; Kozak et al., 2017). Brands with a long history of focusing on fashion or leather goods risk weakening their image if they don't put the same level of thought and quality into their new ventures as they do into their main collections. The key is for brands to provide a dining experience that matches the level of the goods they're selling, which makes a top chef collaboration (like Chanel with Ducasse) a smart move.

In addition to the restaurant business, luxury fashion-brands open hotels in top global destinations. Palazzo Versace in Australia was the world's first fashion-branded hotel; Armani and Ferragamo also own hotels in Europe. The Swiss-based luxury watchmaker Piguët will open an upscale resort in Switzerland in

2020 (Moxley, 2018). Most luxury fashion-branded hotels are located outside of Asia (except Bulgari Resort in Bali and Shanghai, and Armani in Dubai), while most of their restaurant establishments are in Asia. Future research can investigate whether Asian culture and Asian consumers' behavior influence the trend of luxury fashion-brand establishments in the hospitality industry.

Future research can also focus on the relationship between cuisine types and brand origins. For example, French pastries and champagne are available on the menu at Café Dior. Future research can study if a mis-match of food and brand can deplete the brand's image. However, the current trends seem to be bringing in an expert chef and team, who can ensure that the brand doesn't have guests leaving with bad impressions. In addition, it is not yet clear how luxury fashion-brands can make their hospitality business more sustainable. It seems that some of the undertakings are more pop-up oriented than long-term business-oriented.

The current study has its limitations. Even with close monitoring on whether any luxury fashion-brand F&B ventures withdrew from the market or whether any new businesses entered the market, this study might have failed to recruit the newest luxury fashion-brand establishments that opened during the research process. In addition, approaching consumers about their dining experience and related questions right after they left the luxury fashion-brand restaurants or cafés would have been ideal. However, shopping malls (where some of the luxury fashion-brand F&B ventures are located) and stand-alone restaurants/cafés do not grant permission to interview their customers. Therefore, the only data collection method available for this study was through the online survey.

Disclosure statement

No potential conflict of interest was reported by the authors.

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