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Dr. Josiane El Khoury  
University of Balamand,  
Keserwan, Lebanon

## From gold to green: The viability of eco-luxury in the jewelry market case study: L'atelier Nawbar's sustainability narrative- 2020

Josiane El Khoury

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### Abstract

The luxury jewelry industry, traditionally associated with heritage, craftsmanship, and exclusivity, faces the challenge of integrating environmental sustainability without compromising brand prestige. This study examines L'Atelier Nawbar, a Lebanese luxury jewelry brand with a global presence, to analyze how "green luxury" can coexist with traditional values while appealing to both regional and international consumers. The paper explores consumer perceptions of sustainable luxury through socio-cultural, ego-centered, and eco-centered values, highlighting the importance of ethical sourcing, transparency, and storytelling in aligning sustainability with luxury. L'Atelier Nawbar employs innovative strategies, including upcycling, gold exchange programs, and lab-grown stones, to combine sustainability with exclusivity. These initiatives preserve sentimental value, exceptional quality, and cultural heritage, mitigating functional and psychological barriers that may arise from consumer resistance to sustainable innovations. Storytelling is central to the brand's communication, subtly integrating sustainability through emotional narratives tied to nature, family, and Lebanese heritage, such as the "Fragments of Beirut" collection and Arab-inspired designs. By emphasizing self-congruity, the brand aligns with consumers' actual, ideal, and social self-images, reinforcing loyalty, identity expression, and pride. Kapferer's Brand Identity Prism is applied to demonstrate how L'Atelier Nawbar maintains internal and external brand facets including personality, culture, reflection, and relationship while promoting sustainable practices. The study finds that integrating sustainability into luxury is most effective when it preserves the aesthetic, cultural, and emotional values consumers associate with high-end jewelry. Moreover, regional cultural adaptation, ethical sourcing, and transparency strengthen consumer trust and engagement, allowing eco-conscious luxury to thrive without diluting exclusivity. This case study demonstrates that luxury brands can successfully navigate the green transition by blending innovation, heritage, and storytelling, appealing to diverse consumer segments while maintaining brand prestige and relevance.

**Keywords:** Luxury jewelry, sustainable luxury, storytelling, consumer behavior, brand identity

### Introductions

The luxury jewelry industry, traditionally linked to heritage, tradition, and exclusivity, is facing the challenge of aligning with a more eco-conscious world. The challenge lies in the ability to integrate environmental sustainability in luxury without compromising the core values that build the brand's prestigious image. This shift, known as "green luxury", is challenging the most for the jewelry sector because consumers attribute luxury with exclusivity, craftsmanship, and tradition, so introducing an environmental innovation might disrupt the brand's image in the minds of loyal customers. Brands rooted in the Middle East face an additional challenge because they do not only need to meet global expectations but also resonate with regional customers and their values and preferences. One brand that faces this challenge is L'Atelier Nawbar a Lebanese luxury jewelry brand that has a global presence with a network of retail locations across the world. This paper analyzes how L'Atelier Nawbar integrates environmental sustainability in jewelry without compromising exclusivity and tradition and whether "green luxury" resonates regional customers or risks losing loyal clients to examine if eco-conscious luxury can survive in the luxury market.

Corresponding Author:  
Dr. Josiane El Khoury  
University of Balamand,  
Keserwan, Lebanon

## Literature Review

Consumers' definitions of luxury are essential to determine how they perceive sustainability in luxury. Consumers who Kapferer and Denizeau (2014) <sup>[5]</sup> state that consumers who define luxury by exceptional quality do not find a high contradiction between luxury and sustainability but those who define it by its price, rarity, or exclusivity find a higher contradiction. This implies for luxury brands to emphasize exceptional quality, craftsmanship, and exclusivity along with sustainability to match different customers' definitions of luxury, so they emphasize these aspects to align sustainability with traditional values. Moreover, since consumers who see luxury as superficial or creating social unrest are more likely to see it as incompatible with sustainability, the brand should communicate its sustainability efforts authentically to address this perception of luxury as superficial. Luxury brands should also communicate their sustainability through transparency and storytelling that highlight their traditional craftsmanship and use of high-quality materials to be able to resonate with consumers who value both luxury and sustainability, especially that luxury consumers expect brands to be exemplary in sustainability efforts, which requires such transparent communication to meet consumer expectations and preserve brand integrity. It also requires integrating sustainability into traditional luxury values to increase brand credibility and attract environmentally conscious consumers. This doesn't contradict with sustainability because luxury is often linked to exceptional quality, craftsmanship, and timelessness, which also align with sustainability principles, so brands that produce high-quality and durable products using traditional methods can integrate sustainability without compromising heritage. Effective storytelling is an essential strategy for luxury brands in communicating their sustainability practices, so they present compelling stories about sustainable practices to engage consumers emotionally and connect them deeply with their sustainability efforts. However, luxury brands avoid overt sustainability messaging by subtly integrating sustainability to protect the aura of exclusivity, emphasizing ethical sourcing and craftsmanship to match consumers' values without overtly promoting sustainability. Transparency should be balanced with authentic storytelling to avoid diluting the brand's prestigious image. Cervellon and Shamma (2013) <sup>[1]</sup> identify 3 key categories of how consumers perceive the value of sustainable luxury. These categories are socio-cultural, ego-centered, and eco-centered values. Through the social-cultural values, consumers view sustainable luxury as a way of expressing social status and identity. This includes aspects like belonging and national identity, so owning sustainable luxury products represents for them a commitment to ethical and environmental values. Based on ego-centered values, consumers consider that sustainable luxury gives personal benefits like health, hedonism, guilt-free pleasure, and youthfulness, so they get well-being and self-gratification without sacrificing ethics. Consumers who prioritize eco-centered values link sustainable luxury to positive environmental effect and values like "doing good" and "not doing harm". These consumers care for the environment, so they prefer products that bring sustainability. These 3 categories of values allow for a more comprehensive understanding of luxury consumer motivations, which implies that luxury brands should integrate sustainability while aligning with

consumers' socio-cultural, ego-centered, and eco-centered values, so highlighting aspects like ethical sourcing, quality, and heritage can resonate with consumers, which improves the appeal of sustainable luxury products. According to Chang, Taecharungroj, and Kapasuwana (2022) <sup>[2]</sup>, consumers can be divided into six distinct segments based on their preferences for luxury and sustainability aspects. These segments include green operators who prioritize sustainable methods of manufacturing, perfectionists who look for the highest quality in products, zero-waste warriors who prioritize products that are made of sustainable materials, customizers who search for personalized and unique items, legacy lovers who like products that reflect history and rich heritage, and transparency trackers who demand supply chain transparency. Chang *et al.* (2022) <sup>[2]</sup> suggest that luxury brands can integrate sustainability by highlighting these attributes that appeal to diverse consumers to prevent sacrificing exclusivity or tradition. They highlight the importance of considering regional preferences and cultural values when developing sustainable luxury products and the significance of providing information about sustainability practices in influencing consumer decisions and improving brand appeal. Tenuta, Testa, Freitas, and Cappellieri (2024) <sup>[8]</sup> explore innovative approaches to integrating sustainable materials into jewelry design. They provide four different scenarios that merge scientific advancements with design practices to present a guide for a more creative and sustainable jewelry industry. These scenarios include designing sensibly, reshaping waste, modeling nature, and making in lab. Designing sensibly is a scenario that emphasizes the importance of sustainable designs in reducing resource use and waste. It can include modular jewelry that allow components to be reconfigured, which increases the product's lifespan and adaptability. It can also include on-demand production which is using technologies like 3D printing that reduces material waste and overproduction. Another example is employing filigree techniques like intricate metalwork that conserves precious materials by creating lightweight pieces. The second scenario is reshaping waste, which is creatively reusing materials that would be discarded if not reused, such as recycled metals and stones, or upcycled materials to create unique jewelry pieces. Modeling nature scenario advocates for the use of biodegradable substances like bioplastics and organic waste, as well as advocating for local sourcing like bringing materials from the designer's region to reduce transportation costs and support local economies. The fourth scenario is making in lab, which highlights the potential of laboratory-produced materials that mimic traditional ones, such as lab-grown diamonds that have the same chemical properties as natural ones but with less environmental footprint or using sustainable packaging. Chang *et al.* (2022) <sup>[2]</sup> emphasize the role of cross-fertilization as a driver of innovation in sustainable jewelry design by getting ideas from disciplines like art, architecture, and biomimicry. They encourage a proactive design approach so that brands initiate in exploring and adopting sustainable products. By adopting cross-disciplinary innovation and proactive design approach, brands can create sustainable jewelry without sacrificing aesthetic appeal, so it is jewelry that is not only sustainable but also rich in cultural and aesthetic value. Moreover, combining sustainability and luxury strengthens brand identity, especially that consumers, particularly younger

generations, are appreciating ethical and environmental practices. By adopting sustainability, brands meet contemporary consumer expectations while showing higher commitment to quality and tradition, proving that luxury and sustainability can be harmonious.

Hemonnet-Goujot, Kessous, and Magnoni (2022) <sup>[3]</sup> argue that luxury consumers' attachment to a brand can be influenced by the brand's history and identity, so adopting sustainable innovations that match the brand's established identity strengthens consumer relationships while those that differ from its identity can pose risks. Hemonnet-Goujot *et al.* (2022) <sup>[3]</sup> note that while green marketing can positively influence buying intention and brand attitude, its impact differs with different cultural values and consumer behaviors that play a key role in the success of sustainable luxury marketing strategies. Green initiatives increase consumers' sustainable involvement and their intention to buy sustainable luxury. This impact is influenced by brand experience, so the more consumers' experience and perception with a brand's sustainability is positive, the stronger the effect on their buying decisions. Generally, there is contradiction between sustainability and luxury, as luxury is linked to exclusivity and rarity, which may contradict with sustainable values like environmental responsibility and accessibility. However, using strategic positioning and communication that highlight attributes like ethical sourcing and craftsmanship brands can portray that sustainability increases exclusivity, which resolves the contradiction. Thus, luxury sectors can build loyalty by clearly linking sustainability with their core values and identity. Furthermore, innovations using materials with a past identity, like recycled materials, are less favored by luxury consumers, while innovations that use materials without a past identity maintain a positive perception. This means brands should select the right types of material in a way that aligns with their identity to avoid alienating loyal customers. Effective communication is essential to position these changes as enhancements, not disruptions.

### Theoretical Framework

Self-congruity theory (Sirgy, 1982) <sup>[7]</sup> is useful in analyzing consumer behavior and how they choose brands that match their self-image. Consumers stay loyal to brands that align with how they see themselves or wish to be seen. Multiple dimensions of the self that can influence brand choice include actual self-image, which is how customers see themselves right now, ideal self-image, which is how they want to see themselves, social self-image, which is how they want others to see them. If the brand matches any of these, consumers engage and stay loyal to the brand and use it to express identity. The more the brand offers self-congruity by enhancing feelings of self-expression, self-esteem, belonging, and pride, the more emotionally satisfying it is. In contrary, the brand may be rejected if it opposes the consumer's self-image. This is relevant in identity-driven sectors like luxury fashion and cosmetics. Thus, self-congruity determines brand preference, attachment, loyalty, and trust. Kapferer's Brand Identity Prism (1992) <sup>[4]</sup> defines brand's identity through six facets divided into internal and external expressions. The external expression includes the physical aspects of the brand, like features, logo, and packaging. It also includes the type of relationship the brand build with customers like emotional, friendly, or authoritative. Reflection is also an external facet. It is the

idealized image of the brand's target customer. Internal facets include personality, culture, and self-image. Personality is the tone or character of the brand expressed through advertising style, language, or spokespersons. Culture is the values on which the brand is built, often linked to origin, heritage, and ethics. Self-image is how consumers see themselves when consuming the brand, often tied to self-expression and pride. Brand's strength lies in the consistent communication of all six identity facets, aligning internal values with external perception. This framework is useful for assessing whether sustainable luxury brands maintain their heritage and prestige, and continue to reflect the self-image valued by regional or loyal consumers. Innovation Resistance Theory (1989) explains how consumers resist innovations even when they have advantages. Resistance is not always rejection. It is an inherent part of adoption that reflects the consumer's desire to maintain the status quo. Resistance is divided into 2 categories: functional and psychological barriers. Functional barriers include usage barrier, like incompatibility of the innovation with habits and routine, value barrier are when consumers don't find sufficient visible value in innovation, and risk barrier is the fear of product failure or judgment from peers and the perception of innovation as financially, socially, and functionally risky. Psychological barriers are related to cultural values and perceptions. Tradition barrier is when innovation contradicts with traditions, beliefs, or personal or cultural norms. Image barrier includes distrust and stereotypes about the innovation and brand's claims. Resistance varies with demographics, psychographics, past experience with innovation, and cultural context. Countering resistance needs marketing strategies that reduce perceived risk by showcasing guarantees or trials for example, communicating clear and relevant advantages, aligning innovation with cultural and emotional norms, and existing values and habits.

### Methodology

The paper uses L'Atelier Nawbar's social media, including Instagram and its website, as well as its jewelry collections, as primary data of analysis to analyze the marketing strategies and messaging the brand uses to balance between sustainability and luxury. The analysis uses the theories of self-congruity theory, brand identity prism theory, and innovation resistance theory to analyze luxury consumers' behaviors, ways of expressing brand's identity, and consumers' resistance or acceptance of innovation.

### Analysis & Findings

Since luxury consumers expect brands to be exemplary in sustainability practices, L'atelier Nawbar communicates its sustainability efforts transparently, as it has a website section titled "sustainability" where it explains its sustainability programs to be clear for customers. The brand adopts the reshaping waste scenario (Tenuta *et al.*, 2024) <sup>[8]</sup> through its Upcycling & Remodeling service that reuses clients' old unwanted pieces of jewelry and remodels them, while preserving their sentimental value. Every time the brand mentions that it adopts sustainability, it reemphasizes that it preserves the sentimental value of the pieces it recycles to retain customers who prioritize the unique value of jewelry (Kapferer & Denizeau, 2014) <sup>[5]</sup> and to satisfy the ego-centered value by offering guilt-free pleasure, emotional satisfaction, and health (Cervellon & Shammas,



2013) <sup>[1]</sup>. The scenario continues with Gold Exchange program that allows clients to exchange their old unwanted pieces for a L'Atelier Nawbar piece from any of the latest collections. The brand recycles the gold by melting and using it to recreate personalized pieces for clients or pieces for collections. This combines sustainability with the prestige of choosing a piece of the latest collections or getting personalized pieces, which preserves the luxurious figure of the brand by making customers feel that despite sustainability, they are getting exclusive prestigious services (Kapferer & Denizeau, 2014) <sup>[5]</sup>. The brand also uses the making in lab scenario by stating on its website its use of safer alternatives like Lab-grown stones, chemically, physically, and optically identical to natural ones but with a lighter carbon footprint and ethical origins. The emphasis on similarity serves to reassure customers that the premium quality of jewelry will not change with sustainability but will increase to be safer for their health and the environment, which also preserves luxury. Transparency is also showcased with the brand's announcement, in a post on Instagram, that it is the first in the Middle East to use Single Mine Origin (SMO) gold in their exquisite collections, marking a significant step towards sustainability and transparency in the Middle East, meaning the buyer can know exactly where the gold came from and be assured that it meets environmental, social, and ethical standards, so this transparency builds trust with consumers. This maintains luxury by showing the pioneering of the brand and its superiority in the Middle East, which can attract regional consumers. L'Atelier Nawbar highlights the exceptional quality while introducing sustainability to avoid compromising luxury. When explaining SMO, it uses terms like "(SMO) gold in our exquisite collections" "offering unparalleled quality" "fine jewelry". The brand also used transparent communication of sustainability on Earth day on April 22, 2020, since it is an official day related to its goal of sustainability. It used the phrase "On Earth day, we pay tribute to the majestic creatures of our planet. #savetheplanet" under the post of a necklace with nature design. This clearly communicates its message of protecting the environment while also portraying its sustainable jewelry as luxurious by using the word "majestic" which symbolizes that the nature elements that the necklace includes hold majestic and luxurious value. It also always uses the term "fine jewelry" and even has it following its name in its logo and on its stores to reinforce its luxurious image. Storytelling is a marketing tool this brand uses to introduce sustainability initiatives. In May 2020, L'Atelier Nawbar took advantage of Covid-19 lockdown to subtly integrate its sustainability system through emotional storytelling in which it talked about the hardships they are feeling like all customers, which creates an emotional bond with them and reflects their emotional state to engage them then lead them to the message of sustainability in a flexible way. The brand reflected on overconsumption and the environmental harm caused by exploiting natural resources. Highlighting the importance of treasuring each moment and creation, the brand reaffirmed its commitment to nature-inspired design, ethically sourced materials, and sustainable practices like upcycling. It used emotive storytelling to communicate its commitment to sustainability without compromising its image of luxury and exclusivity. Instead of overtly promoting eco-consciousness, the message is integrated through a reflective, almost poetic narrative that

encourages shared human experience during a global crisis. The focus on appreciating life and consuming meaningfully subtly conveys values of mindful production, ethical sourcing, and upcycling. Storytelling is also depicted in August 2020, after Beirut explosion, when L'Atelier Nawbar used storytelling that subtly includes its ethical practices within emotionally rich stories of loss, resilience, and cultural heritage. The brand introduced "Fragments of Beirut" collection that transforms shattered glass from the explosion into symbolic fine jewelry, blending traditional craftsmanship with material repurposing to promote sustainability through meaningful design while reassuring of the premium quality of "18k gold mosaic". This appeals to eco-centered values through upcycling and ethical sourcing, to socio-cultural values by honoring Lebanese identity, community, and historical architecture, and to ego-centered values by offering emotionally charged that connect buyers with a story of resilience (Cervellon & Shammas, 2013) <sup>[1]</sup>, so it tries to make consumers, who might find this collection inferior because it is made from shatters, see it as luxurious and meaningful. This also shows how L'Atelier Nawbar is integrating the cultural values into its jewelry to retain regional consumers, like it did through this collection that targets Lebanese customers (Chang *et al.*, 2022) <sup>[2]</sup>. The brand focuses on self-congruity (Sirgy, 1982) <sup>[7]</sup> by targeting diverse dimensions of the self, including the actual self-image, by aligning jewelry with personal values and tradition and emphasizing that they "thrive on individuality" and create pieces "just for you". It targets the idealized self-image by making customers see themselves as ethical and sophisticated through the emphasis on the idea that it combines luxury and sustainability. It serves the social self-image because the luxurious image of the brand gives consumers higher prestige, and sustainable practices portray them as socially responsible, which gives them higher status in society. Since consumers choose brands that match their image, L'Atelier Nawbar engages consumers who use it to express their identity, self-esteem, belonging, and pride, so the more emotionally satisfying it is, the more it would attract and resonate with consumers. The brand balances transparency with authentic storytelling to avoid diluting its prestigious image. It avoids overt promotion of sustainability and subtly integrates it through cross-fertilization by creating jewelry inspired from disciplines like biomimicry (Chang *et al.*, 2022) <sup>[2]</sup>, so it creates designs related to nature, giving each one a meaningful description to subtly train consumers' minds on sustainability and nature love through meaningful creative designs related to nature. For example, on its website, the brand showcases the Purple Atom necklace made from 18-karat yellow gold, hand-painted enamel stones, 0.64 ct white diamonds. The description tells a poetic story of transformation and individuality, comparing atoms to human relationships the necklace is portrayed as a personal symbol of identity and transformation to attract ego-centered values of self-expression and emotional depth. Sustainability is subtly suggested through the idea of the design being about atoms, which are the core of nature, and the use of enduring materials that reduce waste. The messaging is implicit, maintaining the exclusivity of the product by mentioning its high-quality materials and handmade craftsmanship while not overtly emphasizing sustainability. By likening the design to women's involvement to roles like mothers, wives, lovers, friends, socio-cultural values are promoted by

fostering cultural relatability. To avoid sacrificing luxury and tradition, L'Atelier Nawbar works on targeting diverse segments of luxury consumers. It targets green operators and zero-waste warriors through its SMO, gold exchange programs, and recycling and remodeling, like it did after Beirut explosion. It also serves perfectionists by emphasizing the exceptional quality and meaningful designs it offers, as well as it targets customizers through its "Abracadabra" program that repairs, remodels, or upcycles their heirlooms, preserving sentimental value while reducing waste. It offers customization services, such as custom lockets or tailored gifts, to enhance its exclusive and luxurious image, appealing to consumers who value individuality, framing sustainability as a refined, personal choice. It also targets transparency trackers by determining where the materials come from, whether from fair-trade or recycling, and by emphasizing ethical sourcing and showing the designing process through photos on social media. L'Atelier Nawbar, which is a worldwide brand, focuses on targeting legacy lovers to maintain its connection to regional customers despite its global reach. The brand emphasizes in its marketing its four-generation heritage, rooted in over 120 years of craftsmanship and tradition. The brand's narrative highlights a rich family lineage, from great-grandfather to daughters, creating a sense of continuity, authenticity, and timeless value. To retain regional customers, the brand also considers regional preferences and cultural values (Chang *et al.*, 2022) <sup>[2]</sup>. It skillfully integrates sustainability with regional Arab cultural values, rooting its offerings in the cultural symbols, traditions, and language of Arabs. The Queen Eye Pendant reflects ancient Arab beliefs in the eye's protective power, blending heritage with high-quality of 18k gold and ethical craftsmanship. "Lahza" pendant and "Biladi" collection are examples of how the brand targets Arabs even by Arabic named collections that celebrate Arab identity through storytelling that strengthens the connection with regional consumers. L'Atelier Nawbar strengthens this connection through exclusive launches in the Arab region, like "Ana Arabia" event in Riyadh, an exhibition of the latest collection of "Amiri" in Qatar, and an exhibition in Egypt for their "Egypt family" as they addressed them. The brand's posts, such as Eid greetings, or "Eid Wishlists" featuring white gold, which is one of the favorite regional luxury, or Ramadan-themed styling tips in a series on Instagram called "Style-Off", show its recognition of consumer behavior and seasonal sentimentality. According to Hemonnet-Goujot *et al.* (2020) <sup>[9]</sup>, these culturally tailored strategies are essential for sustainable luxury's success, as they blend cultural traditions with sustainable values, making green luxury feel relevant by maintaining exclusivity and resonating with regional consumers. The brand makes sure to maintain its connection with Lebanese customers, since its roots belong to Lebanon. It honored Lebanese heritage through "Fragments of Beirut" collection, reflecting Lebanese identity of resilience after the explosion, and its "Lady Sursock" jewelry reflected a commitment to protect Beirut's beauty. The brand always remembers Lebanon in its big events, like revolutions or crisis, though motivational posts on Instagram or through collections. The brand's storytelling, such as sharing a photo of one of the female founders' hand wearing their jewelry and serving the table with barbecue food, where her grandmother sits, captioned with "Teta. Saturday family lunch. The comfort of light", reflects Lebanese familial traditions and warmth.

A video on Mother's Day, including the founder and her mother sharing motherhood memories and captioned with phrases like "the most beautiful aspect of being a mother", "without motherly love, we wouldn't have had the courage to chase our dreams", and inviting people to honor "superhero moms," celebrate maternal sacrifice, gratitude, and family unity, which are highly respected values by Arabs. Another video of the founders' parents sharing the brand's story and captioned with "From the sands of time to the sparkle of now" and "our story shines on... four generations deep" show the heritage, craftsmanship, continuity, and familial pride to connect the brand's identity to Arab cultural values of respect for ancestors and legacy. Thus, L'atelier Nawbar makes sure to build its brand identity prism using the six facets of Kapferer (1992) <sup>[4]</sup>. It expresses its identity of sustainable luxury through ethically sourced materials and premium designs and quality. It reflects the idealized image of target customers and the self-image they like to see themselves in, by convincing them that green luxury gives them higher prestige because they are doing good for nature, as well as they can get the same high-quality and personalized designs. The brand builds an emotional, friendly relationship with customers through its emotional storytelling, friendly founders who often post styling tips videos, and language that describes customers as "family". The brand's culture is built on values related to origin, heritage, and ethics. L'atelier Nawbar's communication of these facets helps it maintain its luxury along with sustainability. Through the lens of Innovation Resistance theory, it can be analyzed how L'Aterlier Nawbar overcomes consumer resistance to sustainability. Some consumers have functional barriers that include their fear that sustainable jewelry will not match their routine consumption of luxurious jewelry, and their perception that sustainability doesn't offer sufficient visible value, and their fear of judgement if this jewelry fails. L'Atelier Nawbar encounters this by emphasizing its maintenance of luxury along with sustainability, its perfection of "the art of craftsmanship", and visible advantages it offers, like healthy jewelry and better environment. It also encounters consumers' psychological barriers that are related to cultural values by aligning most of its jewelry with Arabic traditions and beliefs to resonate with regional consumers. Also, since resistance varies with demographics, psychographics, and cultural context, the brand works on attracting young and old generations. It targets Gen Z, aged between 13 and 28, through Gen Z muse collection that celebrates youthful charm, individuality, and the beauty of imperfections. It targets older generations while still appealing to younger ones by emphasizing that its jewelry reflects tradition and modernity at the same time. This also appeals to the psychographics of tradition-oriented consumers, who are mainly belongers plus here, through the maintenance of heritage and tradition and by framing sustainability as a continuation of family legacy. It also targets the psychographics of aspirational and fashion-forward consumers seeking change and new experiences, and who are achievers, through the emphasis on its modern trendy collections, as well as youthful charm, individuality, and creativity. The brand also tailors its marketing and jewelry to different cultural contexts, so it creates many jewelries inspired by Arab culture to target Arabs, and it features its jewelry in Western fashion media and worn by international stars to appeal to its western audience.

Transparent communication of sustainability (programs & services on website and Instagram)



609 30



Liked by rabiaazayyatoofficial and others

lateliernawbar On Earth Day, we pay tribute to the majestic creatures of our planet.  
[#savetheplanet](#)

## Material Sourcing & Sustainability

L'Atelier Nawbar is dedicated to creating fine jewelry with a focus on ethical sustainability. Our commitment lies in preserving our planet by ethically sourcing materials from Fair Trade-regulated locations like Switzerland and Belgium. We prioritize safer alternatives like Lab-grown stones, identical to natural ones but with a lighter carbon footprint and ethical origins. Striving for full sustainability, we aim to recycle and upcycle materials through initiatives like the Upcycling & Remodeling and Gold Exchange programs, forging ahead to become a fully sustainable jewelry brand.

## Upcycling and Remodeling


As an integral part of L'Atelier Nawbar's commitment to sustainability, we offer an Upcycling & Remodeling service aimed at minimizing waste. Through this program, our clients can bring in their cherished but outdated jewelry pieces, allowing us to transform them while retaining their sentimental worth. By repurposing the existing gold or gemstones instead of acquiring new materials, we craft stunning new pieces with a reduced environmental footprint.



## Gold Exchange

The Gold Exchange program supports our sustainability goals. Clients trade in their old or unwanted jewelry for a new L'Atelier Nawbar piece from our latest collections. We recycle the gold by melting it down, using it to craft personalized pieces for clients or create items for our collections.


### Marketing sustainability through storytelling: Beirut 2020 explosion



1,012 42 2

Liked by dimz\_i and others

**lateliernawbar** Introducing our Lady Sursock earrings, a tribute to the late Lady Sursock - a true philanthropist who worked tirelessly to preserve the Lebanese heritage. This is also an homage to @mayahusseini60's colored piece of art that gave life to the streets of Beirut and inspired us to create the 'Fragments of Beirut' collection. "Beirut will survive"



334 51

Liked by zeinahmakki and others

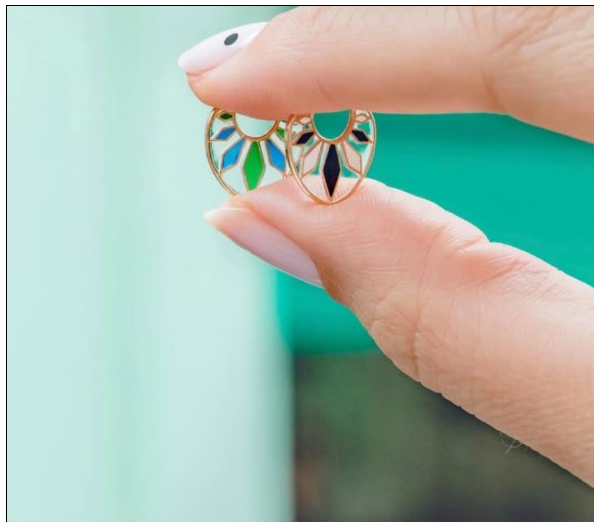
**lateliernawbar** Waking up that morning with COVID-19 on our mind little did we know a gigantic bomb would wipe out half our little city.

We Thank you 🙏 for all the love, the support, the messages, the unrelenting offering of help.

As we pick up the pieces of our lives we are coming up with ways that we can help hand in hand.

We will be back soon stronger then ever.  
Lots of love to you all and our Lebanon. 🇱🇧

7 August 2020



677 27 1

**lateliernawbar** Arches and patterns...fragments of our heritage part of our "Fragments of Beirut" collection. These stackable hoops come in different colours, patterns, and sizes; stack a little bit of Beirut.

**lateliernawbar** "We write from the confinement of our home at this time we are hiding from a pandemic that has hit the world. This is quite humbling as you realise how precious your life is and how fragile the world we live in truly is.

As time has slowed down and fear turns into reflection. Emails have slowed down and our pace to achieve and keep up with the rest of the world has taken a minute. We have enjoyed time together laughed and really looked in the mirror. We have been cruel to our world abusing its resources and turning precious materials into the imagination of our egos. We should be conscious of what we use and make just about what we need. Why are we all driven by individual success. Isn't the success of a people or generation more fruitful and more important. Consumption, and a constant need for material without reflection, bigger space to put more things. We are today left crippled with stuff we have to clean over and over again to stay safe. We cry of fear instead of thinking of this time as mercy.

### Covid-19 lockdown (2020)

We are very aware of the world around us and have been taking inspiration from nature since the very beginning. We use ethically sourced materials. We also encourage the use of ecological stones in certain collections and we always push clients to upcycle their own jewellery reusing their stones and materials. This has always been our mantra. We try to be the best version of ourselves.

### Subtle marketing of sustainability through meaningful nature designs



#### Flower

The flower symbolize good luck into your friend-ship.



#### Horseshoe

The horseshoe is a symbol of good fortune and protection against the evil eye.





**Love birds**

Love birds symbolize love and loyalty



**Elephant**

The elephant is known as a royal creature, symbol of loyalty an unity



**Sun**

The sun symbolize life, influence and strength.



**Pomegranate**

The pomegranate symbolize fertility and abundance



**Emphasis on exclusivity, quality, heritage, and tradition**

1,388


119

14



lateliernawbar From our hearts to yours, we're thrilled to announce the opening of our second flagship store at Via Riyadh, in the stunning city of Riyadh! We can't wait for our Saudi Arabian family to experience the magical world of L'Atelier Nawbar.

This new store represents our brand's commitment to elegance, quality, and customer experience. From the moment you walk through our doors, you'll be transported to a world of beautiful jewelry and exceptional service.



**L'Atelier Nawbar - Fine Jewelry**

<b>3,404</b>	<b>156K</b>	<b>2,486</b>
posts	followers	following

Fourth generation fine jewellers, dedicated to creating unique designs and true craftsmanship

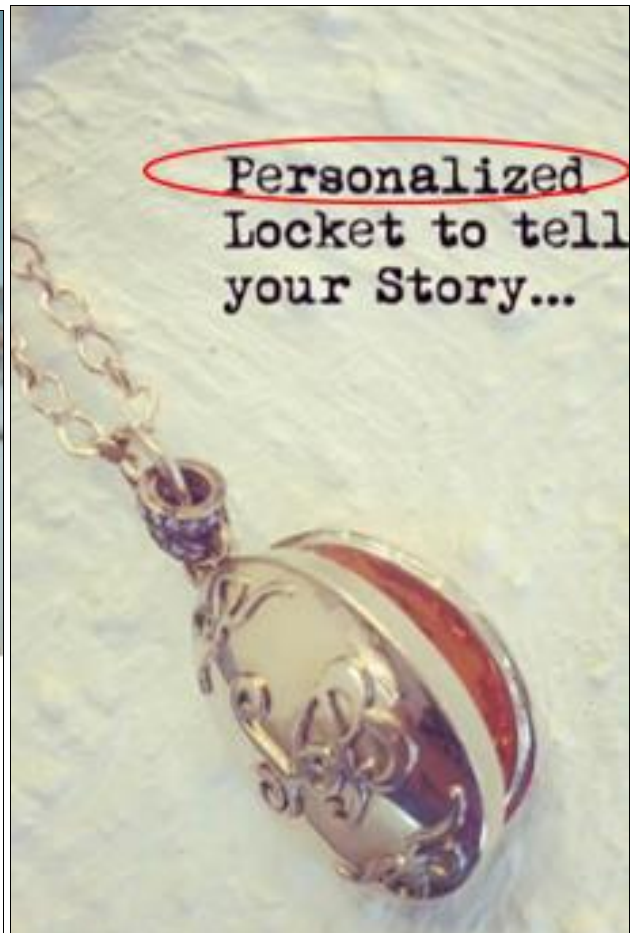
[@lateliernawbarman](#)

[linktr.ee/lateliernawbar](https://linktr.ee/lateliernawbar) and 2 more



Liked by rana.m.m84 and others

lateliernawbar Introducing the *\*Boa Rings\** from *\*Lot 93\** —a bold fusion of heritage and modern elegance. Crafted to tell a story of timeless beauty, each piece is a testament to Beirut's rich history and craftsmanship.

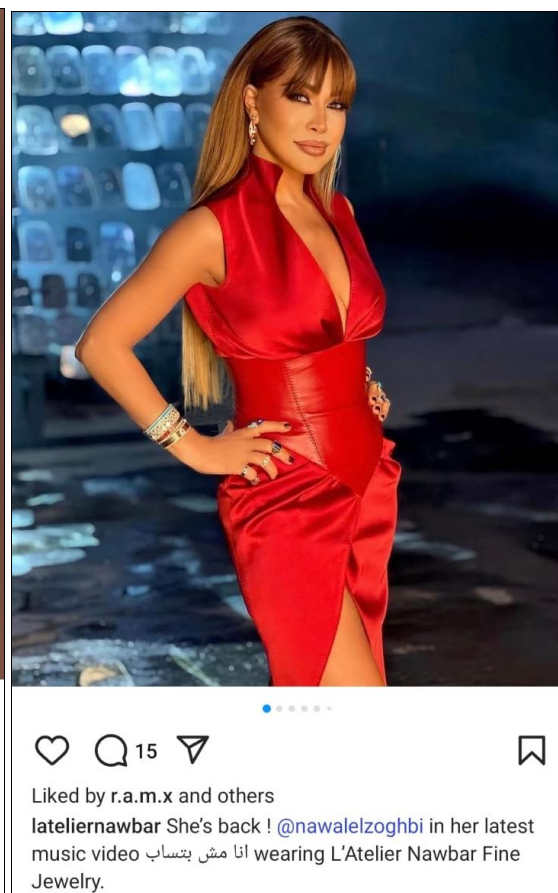
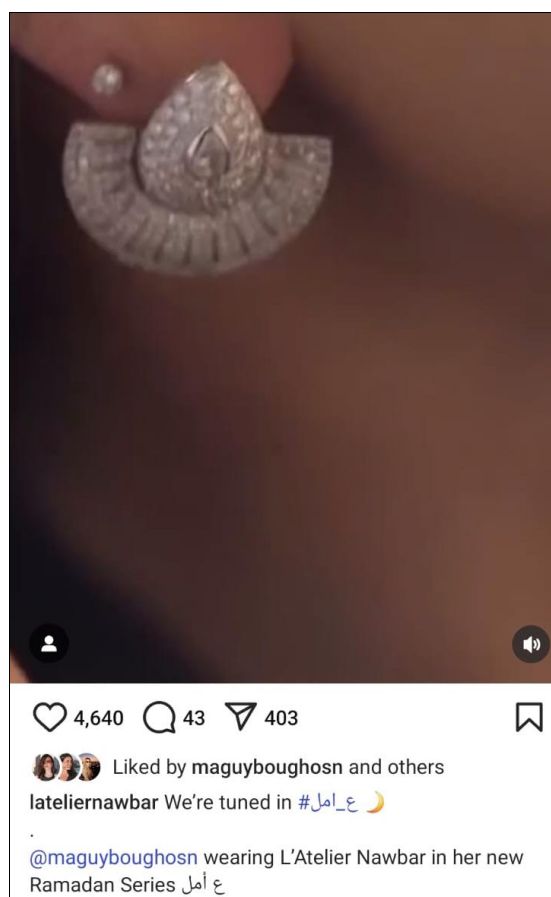
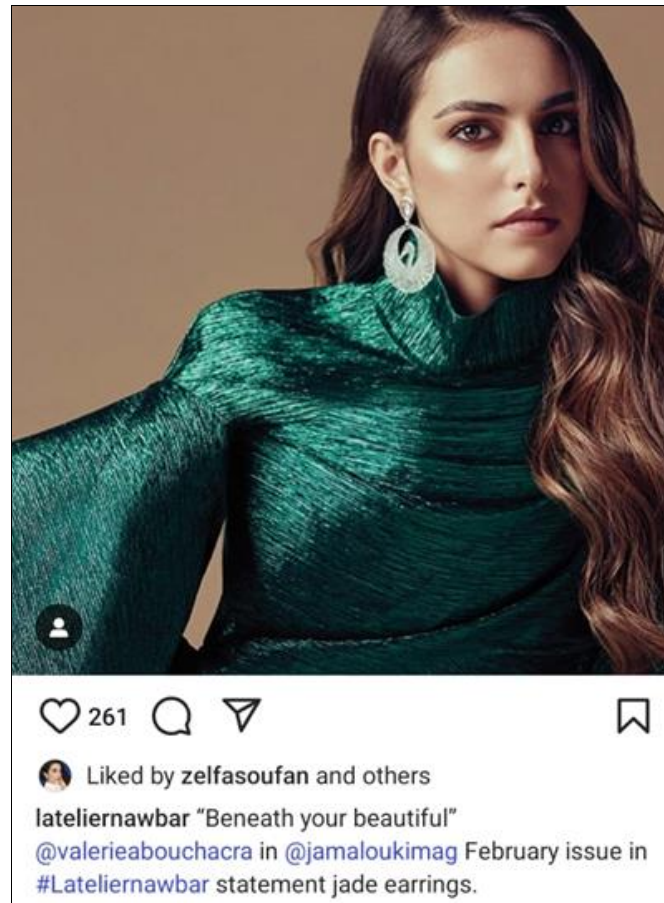


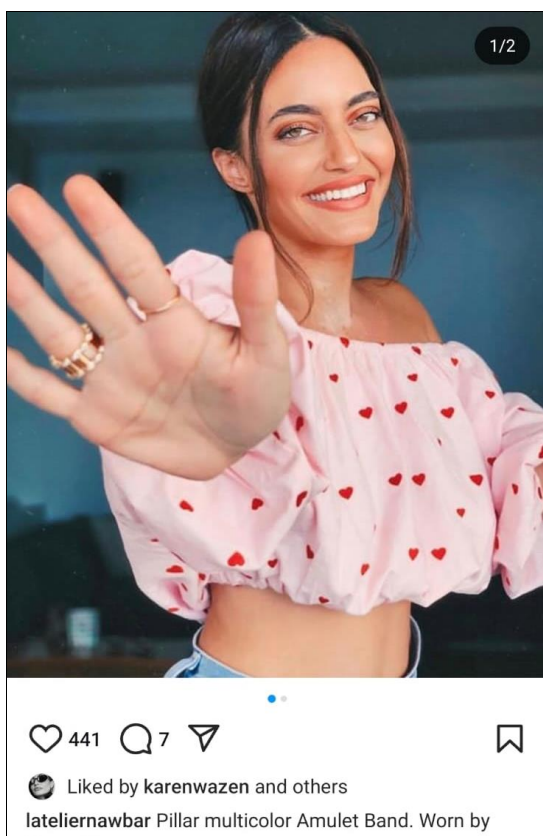
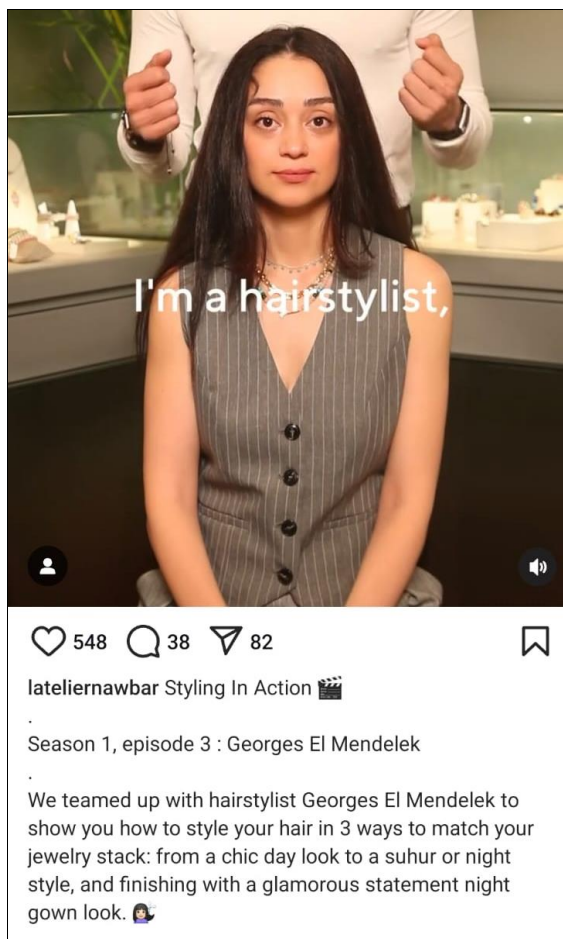
3,056 views

lateliernawbar Repair, remodel and recycle your heirlooms with our *Abracadabra services!*

Upcycle your jewelry while preserving their sentimental value.



**Connecting to regional consumers (Lebanese and Arabs): Celebrity endorsement (Arab celebrities)**





## Exclusive exhibitions in Arab countries



♡ 558    💬 20    📍 1



lateliernawbar Sneak peek of the Qatar selection!

Join us from Dec 7 till Dec 12 at the Asjad Jewelry Exhibition - Amiri Gems booth in Al Hazm Mall, and discover the full collection.  
Can't wait to see you all!



♡ 499    💬 10    📍 1



lateliernawbar When it's all a little hazy, look a little deeper within.

We are very excited to see our Egypt family!  
Join us at Fashion Central @wearefashioncentral , a 4-day fashion week from Nov. 4 till Nov. 7 - from 12.00 pm till 8.00 pm on weekdays and from 12.00 pm till 10.00 pm on weekend - in Uptown Cairo.  
Can't wait! @emaarmisr



♡ 191    💬 2    📍 39



lateliernawbar Latest to land, and exclusively in our Riyadh store - The Statement full diamond and white gold Amulets Of Light Pendant and Earrings.

These exclusive pieces are making their debut at our second flagship store in Via Riyadh, Saudi Arabia.

هذه القطع حصرياً لفرعنا الثاني في فيا الرياض، المملكة العربية السعودية.

#exclusive #diamond #amulets #whitegoldgold #pendant #earrings #viariyadh #riyadh #saudiarabia #lateliernawbar



♡ 1,255    💬 40    📍 13



lateliernawbar With all my colors, patters, and fragments, ana arabia.

Meet us at Ana Arabia, Riyadh Front Expo from 09 December: 5:00 PM till 12 PM, and 10 to 15 December: 4:00 PM till 12:00 PM, Booth 77, and discover our core collections.  
Be many !

لاقونا في انا عربية في الرياض من ديسمبر ٩ : ٥:٠٠ الى ١٢:٠٠ مساءً و ١٠ الى ١٥ ديسمبر من ٤:٠٠ الى ١٢:٠٠ مساءً.  
كونو كتار.






196 18 26

Liked by carlahaddadofficial and others

lateliernawbar Style-Off, Episode 1: Layering Necklace

We're diving into the art of layering necklaces for Ramadan! 🌙




1/5

492 7 95

lateliernawbar Adding a pop of color and a whole lot of charm to this Ramadan stack 🌙

Ramadan and Eid campaigns




1,569 1 4

lateliernawbar Hand in hand, we celebrate the end of this spiritual month, and wish you a joyous Eid.

#eidmoubarak

The Pillar Bangles are available on our e-shop (link in bio), alternatively contact our sales team on +961 71 083 224 for assistance.



325 1 84

lateliernawbar Current Eid Wishlist : White Gold 🌙



♥ 110    💬    ▼

lateliernawbar Teta. Saturday family lunch. The comfort of light.



♥ 331    💬 7    ▼

lateliernawbar God Bless our Lebanon ♥

### Connecting to Lebanese particularly



♥ 397    💬 37    ▼ 29

lateliernawbar From the sands of time to the sparkle of now ✨

Dive into the legacy journey of L'Atelier Nawbar fine jewelry. 📖

Founded by Khalil Nawbar in 1891, our family's craftsmanship has spanned generations, passing down the artistry like the gleam of a precious gem.

Meet the faces behind the brand, from great-great-grandfathers to Dima and Tania Nawbar.

Our story shines on, a testament to heritage, passion, and the craftsmanship. Four generations deep, our passion for fine jewelry continues to sparkle.



lateliernawbar



♥ 125    💬    ▼

lateliernawbar A touch of heritage... the entrance of the old good souk where our grandfather Nawbar Jewelry shop was.

### Conclusions

In light of this analysis, it can be concluded that many luxury consumers can resist green luxury due to their misconceptions that jewelry loses its exclusivity and tradition when combined with sustainability, and this is

applicable to the case of L'Atelier Nawbar, as environmental sustainability can impose the risk of alienating its regional loyal consumers, who are Arabs, because they might see recycled materials as diminishing for the quality of jewelry and for their prestige, and because



the culture of environmental sustainability isn't very common in the region. However, L'Atelier Nawbar challenges this risk by communicating the advantages of sustainable jewelry and often linking it to doing good, which is very valued by Arabs who prioritize religion and doing good. It aligns its jewelry with cultural and emotional norms, and existing values and habits to feel relevant to regional consumers, as well as it avoids excessive overt marketing of sustainability to not force it on the audience. Instead, it mostly subtly promotes sustainability through nature-themed designs by focusing on their meanings and premium quality to gradually build an eco-conscious audience that would accept sustainable jewelry as luxurious. In addition to always emphasizing that it offers "fine jewelry", L'Atelier Nawbar features Arab celebrities wearing its jewelry to enhance the exclusivity of its jewelry and resonate with regional consumers, as well as it features them worn by international celebrities who not only appeal to Western audience but also to many Arabs who look up to them. All of this makes it survive in the luxury market and retain regional loyal consumers, which is also depicted in its social media where regional luxury consumers still form the majority of the interaction on its posts. Thus, luxury jewelry brands can integrate sustainability without compromising exclusivity and tradition by adopting marketing strategies and messaging that emphasize the exceptional quality and the preservation of traditional craftsmanship along with sustainability that gives additional benefits like health. Integrating sustainability can alienate loyal consumers who think it diminishes quality but brands can work on retaining them though these various strategies of subtle marketing, cultural and emotional resonance, and storytelling that emphasize the exclusivity and tradition of jewelry. To conclude, the intersection of sustainability and luxury is becoming a key focus in the jewelry sector, which urges brands to reconsider how they communicate heritage and value. While some successfully integrated sustainability, balancing between tradition and innovation stays a complex challenge to engage both new and loyal consumers. The broader question remains: Can sustainability become the defining pillar of luxury, or will it remain a trend, while heritage and rarity continue to define it?

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