



Associate Professor Sabine CHRÉTIEN-ICHIKAWA

Academic Department: Marketing and Retailing

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RESEARCH INTERESTS

- Luxury Marketing
- Creative industries in China
- Consumer behavior

TEACHING DOMAINS

- Luxury brand management
- The origins of luxury
- Product development
- Consumer behavior
- Marketing
- Cultural environments

EDUCATION

Highest degree :

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| 2012 | PhD, Corporate History, Ecole des Hautes Etudes en Sciences Sociales (EHESS), France |
| 2000 | Master of Business Administration, International Luxury Brand Management, ESSEC, France |
| 1984 | Diplôme de Styliste-créateur, Ecole Supérieure des Arts et Techniques de la Mode (ESMOD), France |

PROFESSIONAL EXPERIENCE

Academic experience and positions

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| Since 2016 | Associate Professor, ESSCA School of Management, France |
| 2012 - 2017 | Enseignante au Bachelor Management des Industries Créatives, Shanghai Normal University, China (PRC) |
| 2003 - 2012 | Lecturer in International Marketing in the IDL Master program (Innovation-Design-Luxury), and in charge of company relations, and apprenticeship, Université Paris-Est Créteil Val de Marne (UPEC) - Paris 12, France |
| 1990 - 1994 | Fashion Design Teacher, Ecole Supérieure des Arts et Techniques de la Mode (ESMOD), Japan |

PROFESSIONAL EXPERIENCE

Professional experience

- 2003 - 2025 Consultant, Cacharel, France
- 2003 - 2012 Consulting activities in France - Louis Vuitton, Hermes, l'Oreal, Shiseido, Cacharel: Projects related to the Japanese consumer, and training, France
- 1996 - 2008 Style Coordinator, Claude Montana (Groupe Renown Inc), Japan
- 2000 - 2003 Brand Manager, Kenzo, France
- 1997 - 1999 Licence & Style Coordinator, Elle Paris, Japan
- 1994 - 1996 License Designer & Fashion Coordinator, Renown group limited, Japan
- 1986 - 1989 Fashion Designer, Knitwaves, United States of America
- 1984 - 1986 Fashion Designer, Independent Company, Italy

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

AMADIEU, T., BEJI-BECHEUR, A. and CHRÉTIEN-ICHIKAWA, S. (2024). Between Agency and Governmentality: Sustainable Consumption and the Case of Chinese Students. *Decisions Marketing*, 114.

Editorially-Reviewed Articles

CHRÉTIEN-ICHIKAWA, S. (2019). Compte-rendu de lecture. LING, Wessie, et Simona SEGRE-REINACH. 2018. Fashion in Multiple Chinas: Chinese Styles in the Transglobal Landscape. Londres : I.B. Tauris. *Perspectives Chinoises*, 2019(3), pp. 75-76.

CHRÉTIEN-ICHIKAWA, S. (2015). Dossier. Shanghai, un système de mode créatif en construction. *Perspectives Chinoises*, 2015(3), pp. 37-46.

Scholarly Books

CHRÉTIEN-ICHIKAWA, S. (2022). *L'Émergence d'une industrie créative en Asie : L'apport du Japon dans le système de mode chinois*. 1 ed. Éditions L'Harmattan, 384 pages.

Books Editor

CHRÉTIEN-ICHIKAWA, S. and PAWLIK, K. [Eds] (2022). *Creative Industries and Digital Transformation in China*. 1 ed. Singapore: Palgrave Macmillan, pp. 161.

Chapters in book

CHRÉTIEN-ICHIKAWA, S. (2022). Shanghai Fashion and Post-1990s Youth Through the Phygital Lens. In: Sabine Chrétien-Ichikawa, Karolina Pawlik eds. *Creative Industries and Digital Transformation in China*. 1st ed. Singapore: Palgrave Macmillan, pp. 117-146.

CHRÉTIEN-ICHIKAWA, S. (2022). Conclusion: The Collision of the Past and Future in China's Creative Industries: Local and Global Aspirations. In: Sabine Chrétien-Ichikawa, Karolina Pawlik eds. *Creative Industries and Digital Transformation in China*. 1 ed. Singapore: Palgrave Macmillan, pp. 147-155.

ICHIKAWA, S. (2008). Creative Industries: The Case of Fashion. In: Helmut K. Anheier (et al.) (ed.). *The Cultural Economy*. 1st ed. London: Sage publications, pp. 253-259.

Conference paper (with selection committee)

DEKHILI, S. and CHRÉTIEN-ICHIKAWA, S. (2024). Les fournisseurs, des acteurs invisibles de la transformation durable ! Une application au cas du luxe en Chine. In: 40e congrès international de l'AFM. Paris.

NERVINO, E. and CHRÉTIEN-ICHIKAWA, S. (2024). Localizing sustainability messaging in China: a triangular analysis of stakeholders' perspectives. In: 1st International Society for Luxury Management (ISLUX) Meeting 2024 " Managing Luxury in the Circular Economy ". Paris La Défense.

CHRÉTIEN-ICHIKAWA, S. (2023). Is the rise of “cultural confidence” influencing the perceptions of Western luxury brands in China? In: The Mystique of Luxury Brands Conference. Ho Chi Minh Ville.

CHRÉTIEN-ICHIKAWA, S., PUESCHEL, J., TOUZANI, M. and HAO, S. (2023). From mainstream to ugly luxury in China: Evidence from Chinese millennials. In: Monaco Symposium On Luxury. Université de Monaco.

CHRÉTIEN-ICHIKAWA, S., AMADIEU, T. and BEJI-BECHEUR, A. (2023). Understanding Young Chinese Sustainable Consumption Through the Concept of Interagency. In: 4e Journée Marketing et développement durable. Université Paris Dauphine PSL.

CHRÉTIEN-ICHIKAWA, S. (2018). From Craftsmanship to Luxury. In: Suzhou Silk Association Conference. Suzhou.

CHRÉTIEN-ICHIKAWA, S. (2018). Luxury branding. In: Colloquium of China Pharmaceutical Univeristy about Cosmetics. Nanjing.

CHRÉTIEN-ICHIKAWA, S. and JOURDAIN, A. (2015). From Craft to Luxury: A comparative approach of France, Japan, and China. In: 17e World Economic History Congress. Kyoto.

CHRÉTIEN-ICHIKAWA, S. (2014). Le nouveau rôle de l'artisanat en Chine. In: Colloque organisé par le consulat de France dans le cadre des 50 ans des relations diplomatiques franco-chinoises, à l'Académie des Sciences Sociales de Shanghai. Shanghai.

CHRÉTIEN-ICHIKAWA, S. (2014). The Chinese fashion industry, an industry under control: Or how to develop a creative industry in a planned economy? In: Business History Conference. Francfort.

CHRÉTIEN-ICHIKAWA, S. (2014). Fashion branding and sustainability. In: Conférence “Fashion & Sustainability in the 15th Symposium on Standardization”. Shanghai.

ICHIKAWA, S. (2011). Fashion branding, CFDA (Chinese Fashion Design Association) invitée d'honneur, à Beijing. Conférence donnée sur trois jours sur le management des marques de monde, adressée à des enseignants et des professionnels chinois. Beijing.

ICHIKAWA, S. (2010). Fashion and capital cities. In: Colloque “Humanistic Beijing and World City Construction Symposium”, Center of Beijing studies at Beijing Union University. Beijing.

ICHIKAWA, S. (2009). Nurturing cultural heritage in Japanese and European luxury brands. In: Beijing symposium on Cultural heritage. Beijing.

ICHIKAWA, S. (2009). Licensing, branding, cooperation in Japan and China fashion industry. In: European Business History Association Colloquium. Milan.

Research / consulting reports

CHRÉTIEN-ICHIKAWA, S. (2021). White report: Luxury & Sustainable Packaging in China pour Luxe pack Shanghai. Shanghai: China (PRC).

Presentation in a research seminar

CHRÉTIEN-ICHIKAWA, S. (2014). From craft to design, or from clothing to fashion ? In: Séminaire de recherche ESSCA Shanghai. Shanghai.

Practice-oriented contributions

CHRÉTIEN-ICHIKAWA, S. (2025). Shanghai : une capitale de mode émergente dans Les Cahiers de l'Attractivité #4 - Mode. -, France.

CHRÉTIEN-ICHIKAWA, S. (2024). Comment les marques de luxe utilisent-elles les JO pour renforcer leur image et toucher un public mondial ?”, Survey Magazine, France.

CHRÉTIEN-ICHIKAWA, S. and HEINE, K. (2021). To Harness the Power of Purpose, Brands Must Have a Mission. The European Business Review.