LAMP L-216 (6344)
Luxury: From Mortal Sin to Market Sector

Luxury sells. The luxury sector has more than trebled since 1994. Yet there is a paradox here: businesses expect to grow, but luxury has historically been defined as rare, exclusive, or exceptional. Can luxury continue to expand and still be luxury? What forms of luxury might be suited to an era when sustainability and social inequality are among the most pressing political concerns?

In ancient Rome, sumptuary laws regulated who could wear silk and whose clothes could be purple. In the Middle Ages, Europeans kept precious spices guarded under lock and key. In the Renaissance, only the very greatest noble families had forks. In this seminar, we will first examine how the definition of luxury has changed with time and what its development tells us about society and culture. We will then take a sustained look at luxury industries today (focusing on two case studies) before turning our attention to prediction’s for luxury’s future.

This course satisfies the Intensive Writing requirement, and in it we will think carefully about both reading and writing. Our weekly readings will average 100-150 pages, and will be drawn from many disciplines (including history, social theory, anthropology, economics, literature, and religious studies). Students should be prepared to present their own work and to comment constructively on each others’ writing. Final grades will be based on: class participation; four “reports” on assigned readings; writing and re-writing a short paper (5-6 pages) on an assigned topic; researching and writing a longer paper on a topic of your own choice. This is a demanding course; it is my hope that it will also be an especially rewarding one.

Books: You are not required to buy any books for this course, but if you are uncomfortable reading on-line or prefer bound volumes to print outs, you may want to purchase one or more of the following:
Adam Smith, *An Inquiry into... the Wealth of Nations* (1776), volume one.
F. Scott Fitzgerald, *The Diamond as Big as the Ritz* (1922) in *Tales of the Jazz Age* (and other collections).

This syllabus is provisional and may change throughout the semester. If they differ, information found on the course Canvas site supersedes that provided by this handout.
Course Requirements and Grading

**Final grades** will be calculated on the basis of:
- class participation—15%;
- four short reports (2-3 pages) on assigned readings—5% each (see Canvas for details), 20% total;
- writing and re-writing a paper (5-6 pages)—each version 15%;
- grading a paper—5%;
- short report (1-2 pages) on the question, sources, and methods of your intended final paper—5%;
- researching and writing a longer paper (8-10 pages) on your own topic—25%.

**Policy on Attendance and Participation:** If you miss more than two sessions, you may be in danger of failing the course. Even if you receive high grades on all your written work, you will not have met the course requirements if you do not attend and participate. Remember that being present—even being present and talking—is not necessarily the same as constructive participation! Please do not disrupt class by attending to personal matters (such as reading e-mail, answering a cell phone, sending text messages, or eating).

**ALL STUDENTS are required to have completed the Key Readings (those listed on this handout) before each class.** No excuse for failure to do the reading will be accepted! All readings can be found on-line via the Library’s website, the course Canvas site, or a simple web search. **If you have difficulty accessing the readings, or with understanding them, please let me know immediately.** I will be happy to talk with you before or after class or in my office hours; I will try to answer all e-mail messages within 48 hours (rlspang@indiana.edu).

**Disabilities:** I will do everything I can to make this course accessible to students with varying needs and those who require academic accommodation for a disability. If you will require such support, please contact me as soon as possible (in office hours, after class, or by e-mail). University policy requires that you establish eligibility via the Office of Disability Services for Students in Wells Library (W-302); telephone: 855-7578; (http://studentaffairs.indiana.edu/disability-services-students/index.shtml) This Office will provide you with a memorandum specifying the academic modifications and accommodations to which you are entitled.

**Policy on deadlines for written work:** Extensions to the deadline will only be granted in the case of serious illness, bereavement, or other grave personal circumstances. Students facing such circumstances should notify me as soon as possible. In the absence of any valid excuse, late papers will be marked down 1/3 of a letter grade for each day late (i.e., from a “B” to a “B-”). An assignment will be counted as a “day” late as soon as it misses the deadline (i.e., work due at the beginning of class will be marked down if it is submitted in the middle or at the end of class).
**Policy on Academic Honesty:** All papers must include consistently formatted notes and a full bibliography. Ignorance of scholarly reference form is no excuse and papers submitted without full references will be returned unmarked. (If you need help with this, please e-mail or come see me in office hours.)

**Plagiarism and misuse of sources constitute intellectual theft and will result in automatic failure of the course and a report being filed with the Dean’s Office.**

Plagiarism means claiming somebody else’s words, ideas, or analysis as your own. To avoid plagiarism, you must cite the source of all material in your work that is neither “general knowledge” (e.g., “the twentieth century is the period from 1900 to 2000”) nor your own interpretation. Please see the course Canvas site for paper topics, guidelines on essay writing, and explanation of proper reference format.

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Luxury: For and Against

Aug. 21  Can we define luxury? (no required reading)

Aug. 23  Luxury Today
Grace Cook, “Lessons in Luxury: Live from the FT Summit in Lisbon,” Financial Times
(May 16, 2017).
Rachel Sanderson, “Brunello Cucinelli, philosopher and cashmere capitalist,” Financial
Times (May 22, 2016).
Martin Wolf, “China’s growth problems will not be cured by retail therapy,” Financial
Times (May 22, 2016).

Aug. 28  Luxury: For and Against
David Cloutier, “The Problem of Luxury in the Christian Life,” Journal of the Society of
Plutarch, “Life of Lycurgus” (written c. 75 A.D., translated and revised, 1683, 1864).

* First short report (about Cloutier article) due in class. See Canvas site for details.

Luxury: Medieval and Modern

Aug. 30  Luxury: Ancient, Archaeological, Magical
Anton Ervynck, et. al., “Beyond Affluence: The Zooarchaeology of Luxury,” World
Archaeology 34:3 (2003), 428-441.
Elizabeth Ann Pollard, “Indian Spices and Roman ‘Magic’ in Imperial and Late Antique

Sept. 04  Labor Day
no class

Sept. 06  Religious Practice and Expense in the Middle Ages: A Luxury?
Liu Xinru, “Silks and Religion in Eurasia, c. 600-1200,” Journal of World History 6:1
Adrian Bell and Richard Dale, “The Medieval Pilgrimage Business,” Enterprise &
Sept. 11   Luxury: East and West
Maxine Berg, “In Pursuit of Luxury: Global History and British Consumer Goods in the

*Second short report due in class. See Canvas site for details.

Sept. 13   Modern Wealth

Sept. 18   The Eighteenth-Century Luxury Debate (I)
Adam Smith, An Inquiry into the Nature and Causes of the Wealth of Nations (1776),
Book I, chapters 1-2.

Sept. 20   The Eighteenth-Century Luxury Debate (II)
Jean-Jacques Rousseau, A Discourse on the Arts and Sciences [also known as Rousseau’s
“First Discourse”] (1750).

Sept. 25   Writing Workshop
* For this workshop, you should download the sample paper from the course Canvas site
and grade it. You should correct stylistic mistakes as well as conceptual ones. How
would you make this a better paper? Your comments on this paper will count 5% of
your own final grade. You should therefore mark it thoroughly: remember to write a
final comment and to give it a letter grade.

Sept. 27   Shopping, Sex, and Design
Emile Zola, Au bonheur des dames [The Ladies’ Paradise] (1883), selection.
“Kleptomania: The Case of Mrs. Castle,” British Medical Journal (November 14, 1896),
pp. 1462-1463.
Bill Osgerby, “The Bachelor Pad as Cultural Icon: Masculinity, Consumption, and

Sept. 29   PAPER DUE (Friday). See Canvas site for details.
Case studies: Diamonds and Hotels

Oct. 2 Markets and Consumers

Oct. 4 Having it all
F. Scott Fitzgerald, *The Diamond as Big as the Ritz* (1922).

(Thursday, Oct. 5—Paper Feedback: individual meetings with Professor Spang)

Oct. 9 Rings and Things
DeBeers’ “Right-Hand Ring” campaign (2003), on-line.
David McAdams and Cate Reavis, *DeBeers’s Diamond Dilemma* (2008), MIT Sloan School Case Studies, on-line.

Oct. 11 no class. Professor Spang out of town.

Oct. 13 Paper re-write due (Friday).

Oct. 16 Dealing in Diamonds

* Third short report due in class. See Canvas site for details.

Oct. 18 Diamonds, People, Dirt

Oct. 23 Hotel Life
Oct. 25 Hotel Buildings and Builders

Oct. 30 Hotel and other Service Workers

Nov. 01 What Makes a Hotel Luxurious Today?
Websites of Shangri-La Hotel (London), Dolder Grand Hotel (Zurich), Ballyfin Demesne (Ireland), Fairmont Pacific Rim (Vancouver), One and Only Royal Mirage (Dubai), and Southern Ocean Lodge (Kangaroo Island, Australia)

Nov. 06 Writing and Research Workshop
* For this workshop, you should come to class with four copies of a short report (1-3 pages) outlining your plans for your intended final paper (counts for 5% of your overall grade). Your report should include:
  a description of your general topic area; a list of keywords and search terms;
  a bibliography of at least 6-8 sources; a plan for what you might do with these sources (what questions you will ask of them, what patterns you hope to find);
  at least one (probably more!) draft thesis statement(s)

Future Luxuries

Nov. 08 Luxury: How to Sell It

Nov. 13 Faking It
Marc Bain, “Fake it Till You Make It…” Quartz (June 14, 2016), on-line.
Nov. 15  Luxury—Extended, Expanded, Exported
Lindsay Whipp, “Mondelez sinks its teeth into China’s chocolate market,” Financial Times (July 26, 2016).

THANKSGIVING

Nov. 27  What’s a Necessity, Anyway?

*Fourth short report due in class. See website for details.

Nov. 29  Is Luxury Sustainable?

Dec. 04- Dec. 06  Writing Workshops and Presentations

By now, you should have written a first version of your final paper. It may be very rough, it may have lots of gaps in it or you may delete much of it before next week, but you must have something to share by now.
* Please come to class with four copies of some part of your paper (2-3 pages, double spaced)—this may be your introduction, it may be a chunk from the middle (analysis of a particular source, for example), it may be a very detailed outline. I will collect one; once again, the others are for you to discuss with your fellow students.
* * Your final paper is due to me in hard copy by 4:00 p.m. on Wednesday, December 13th. You may either bring it to LAMP House or leave it in my pigeonhole in the History Department Office (Ballantine 742—immediately opposite the elevators.)
LAMP Standards of Integrity and Professionalism

LAMP Mission Statement

LAMP is a selective interdisciplinary certificate program that supplements the strengths of a liberal arts discipline with the practical skills of business management. Collaborate and motivated, our students form a close-knit learning community with faculty and alumni.

Both in and outside of the classroom, LAMP’s unique curriculum asks its students to analyze issues critically, evaluate problems from multiple perspectives, and hone the communications skills needed to meet challenges, both great and small, from an informed, creative, and ethical point of view.

LAMP students succeed, lead, and make a difference throughout their professional lives.

Work Standards and Grading

LAMP offers a challenging curriculum. You were selected to participate in LAMP based in part on your ability to thrive in a rigorous academic environment. Your selection for the LAMP program does not guarantee a high grade in any course. On the contrary, it suggests that you have the tools to perform well in those courses, but only if you put in the effort. Grades will reflect the quality of such effort and whether the resulting work lives up to the high expectations and standards set by your professors.

The work you submit or present for every LAMP class should be your best effort. No student can expect to receive high marks simply based on past performance or other course experiences. Nor will any student receive a higher grade simply by challenging the professor’s assessment. The grade you receive in a LAMP class will be based exclusively and entirely on your performance within the context of that class and the professor’s assessment of your performance.

Prepare for unexpected events by always saving electronic copies of your work. If an assignment cannot be located by a LAMP faculty or staff member, you will be asked to resubmit a copy. If you are unable to produce a copy of your work in a timely manner you may receive a reduced or failing grade for that assignment.

If you have any questions about the expectations or standards for a particular course, you are expected to raise those questions early in the semester. If you believe a score was calculated based on an arithmetic error, you are similarly expected to raise the issue promptly.

Professionalism

LAMP students are expected to maintain the highest standards of professionalism in all dealings with Indiana University students, staff and faculty, as well as alumni and visitors to the University and to LAMP. LAMP students must demonstrate intellectual honesty, sincere effort, authentic civility, and mutual respect in all LAMP classes and activities. The specifics of these obligations may vary in individual classes and activities, but at a minimum they include:

• Prompt arrival, regular attendance and full, active participation in all LAMP classes and meetings
• Mutual respect for classmates, faculty members and LAMP staff
• Taking personal responsibility for the authenticity, quality, and timeliness of work submitted
• Assuring and attesting that any academic or extracurricular work reflects your very best effort
• Actively and respectfully participating in all discussions and activities
Demonstrating the highest ethical and professional behavior as an ambassador and representative of the LAMP program in all venues.

LAMP treats seriously any allegations of unprofessional behavior or uncivil conduct. Unprofessional behavior or uncivil conduct in any form will not be tolerated in LAMP. Prohibited behavior may include, but is not limited to:

- Late arrival, irregular attendance and inadequate participation in all LAMP classes and meetings
- Showing a lack of respect for classmates, faculty members and LAMP staff
- Exhibiting a lack of personal integrity by submitting work that reflects other than your own and your best effort.

**Academic Dishonesty**

LAMP treats seriously any allegations of academic dishonesty. Academic dishonesty in any form will not be tolerated in LAMP. Prohibited conduct may include, but is not limited to:

- Reproduction of ideas, words or statements from another source without proper attribution
- Unauthorized use of study aids or other external materials in the context of completing an assignment, examination or other activity
- Use of a surrogate to complete an assignment, examination or other activity
- Acceptance of credit for work on an assignment for which the student did not make a substantial, contributory effort

**Remedies and Penalties**

LAMP faculty, staff and students who witness or learn of any instance of professional misconduct or academic dishonesty or any attempt by another student to commit or cover up professional misconduct or academic dishonesty have an affirmative obligation to disclose that information in confidence to LAMP faculty or staff. Failure to do so can result in processes or penalties similar to those described below. All allegations of academic misconduct will be investigated thoroughly.

LAMP follows the standards and procedures for academic misconduct set by Indiana University, the College of Arts and Sciences, and the Kelley School of Business. In the context of those standards and procedures, LAMP reserves the right to recommend the most stringent remedies for any violation. Sanctions for academic misconduct may include receiving a failing grade on the assignment, receiving a failing grade for the course, or removal from LAMP.

By my signature I agree to follow by the LAMP Standards of Integrity and Professionalism.

Name: __________________________ Date: ________________

Signed: __________________________