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What Do We Care About? Reclaiming Renunciation in a World of Limits: Attachment, Detachment, *Arrachement*

This chapter is a contribution to the edited volume proposed by Kozinets and Dion (2026), which calls for the emergence of a Conserver Culture grounded in reduced resource consumption, community resilience, respect for ecological limits, and the interdependence of human well-being and the natural world. While consumer research has extensively examined various forms of consumption limitation, including ethical and sustainable consumption, voluntary simplicity, and sufficiency, it has yet to fully engage with the notion of limits and how consumption practices evolve within a materially and ecologically finite world. Building on this observation, the chapter argues for the need to pay greater attention to what connects us to what holds us together and, therefore, investigating our attachments to the material and immaterial, social and more-than-human world that surrounds us. As ecological crises make renunciation increasingly inevitable, understanding people's attachments to the existing world is essential to anticipating fair and democratic transformations (Monnin, 2023). Drawing on pragmatist approaches (Hennion, 2007, 2015, 2017), the chapter therefore proposes to examine processes of attachment, detachment, and reattachment to objects, places, practices, and infrastructures, with particular attention to relationships with other-than-human beings and the ways in which they contribute to “composing worlds” (Descola, 2025). By reconsidering renunciation through the lens of attachment, the chapter aims to contribute to reflections on alternative ways of organising markets, consumption, and societies. Ultimately, it invites us to consider how new forms of collective attachment and shared values can help us imagine and build more sustainable ways of living together.