

The thesis is covering the description of a phenomenon, during which are alternative subcultures becoming sources of inspiration for creating new trends and ways of selling. The phenomenon contributes to the process of a transition of subcultures to dominant culture. This is a repetitive phenomenon, which underwent every significant subculture in history, some of them even repeatedly. The market undergoes constant search for new trends or ways to recycle old ones. The most common market sources are subcultures, which include in themselves the trend of brand new lifestyle and also frequently shocking or at least diverse fashion trends. Subcultures, which, as time goes by, fuse with the mass culture, are losing their characteristics, differences and the authenticity. They are becoming commodities, which are in the market with no other contexts, which are provided to them only within the subculture.

Hip hop subculture is in currently very popular. It is bringing new communication means, styles and trends for decades. Since the hip hop subculture was born, it developed itself from the underground to the mainstream. Hip hop art and ideology was based on opposing the society and on the human right movement legacy. On the other hand, during last few years, according to some of the critics, it suffers from downing and enormous commercialization. Even though the consumption and the materialism are also keystones of the subculture, is hip hop going through changes, which are estranging it from its original form. In the thesis the changes are shown by describing the historical development and also by interviewing some of the members of hip hop subculture in Czech republic.