

## **Annotation**

This thesis focuses on the relationship between Czech social media influencers and fast fashion (a controversial business strategy used by many fashion industry brands). The aim of the thesis is to describe this relationship and set out the opinions and perceptions of influencers with respect to fast fashion in the context of their social media content and their lives. In-depth interviews and their subsequent analysis were used as the research method in this thesis. The main focus of this thesis is on influencer's knowledge of fast fashion, his ethical perception and his overall social media influence and relationship with his subscribers/followers. The thesis describes influencers' ethical boundaries and internal rules about their social media activity and collaborations with either commercial or non- commercial organizations, especially fashion companies.