

Abstract

This thesis maps the phenomenon of reselling of sneakers and streetwear and the business connected to it. The thesis is divided into three parts. The first part is dedicated to this phenomenon and the history of the first most popular resale brands which has held the market majority till nowadays. I describe how brands have achieved such positions and what the milestones leading to the contemporary market situation have been. In the second part of thesis I map the most used channels and tools for purchasing and sales at the reselling market. In the third, practical part, I worked with 11 hypotheses concerning different aspects of the reselling business. I made qualitative interviews with leading Czech resellers and collectors of sneakers and streetwear. Based on analyses of their responses I either confirm or refute the given hypothesis.