

Abstract

This bachelor thesis involves around generation Z and its attitudes towards luxury fashion brands. The first part focuses on the theoretical background. First it defines the key concepts of fashion, luxury and its position in modern world, then it is put into context with the fashion brands and their marketing strategy. It continues with the description of the key influences and attitudes of generation Z, based on the previous research conducted on this topic. Second part consists of the research itself, describing the chosen method of in depth interviewing and open code analysis. The conclusion contains the outcomes of the research, describing the six main factors generation Z considers when it comes to luxury fashion purchases.