

This bachelor thesis assesses sustainability within the fashion industry and identifies numerous ways in which sustainability can be achieved. Its aim is to define sustainability and sustainable fashion, to describe environmental, social and economic issues in this industry and to present the attitudes of a niche group of stakeholders, namely fashion designers. The thesis is divided into a theoretical and a practical part. The theoretical part considers various definitions of sustainability and applies them to the fashion industry. Furthermore, the research analyses how companies, fashion designers and fashion consumers can become more sustainable and what obstacles they face on this path. It also presents relevant models and strategies used for implementation of sustainability within fashion designing. The practical part evaluates interviews that were conducted with selected Czech fashion designers. These designers then describe their attitudes towards sustainability and explain the strategies that they actively implement to make their products more sustainable and ethical. A qualitative method was chosen for the research, as it helps to assess the attitudes and opinions from different angles, whilst allowing the study to receive answers regarding how and why designers see it this way.