

„Pre-loved: vintage shops as an alternative to fast fashion“

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Abstract

Thrifting has long been perceived as a matter of nonconformists, eccentric artists, and people with limited budgets. However, the consumerist philosophy of so-called fast fashion which is driven by the ever-changing trends and the impact of the fashion industry on environment and global labor market has become a reason for many customers to find a greener and more ethical way to supply their wardrobes. While some of us gave up shopping at all, fashion gurus turned their attention to secondhand clothes: thrift shops changed to vintage boutiques and used garments became known as “pre-loved”. This thesis aims to analyze practices which owners of Czech secondhand and vintage shops use to create value, understand the obsession by things from the 20th century and focus on the role of such stores in the development of sustainable fashion in the Czech Republic.

Key words: vintage, thrift, theory of value, fast fashion, nostalgia, sustainability, material culture