The final aim of my study is to create marketing mix for selling luxury eyeglasses. This study is worked out in conditions of the company named Optik Otava which does not use professional marketing strategic planning. First of all the optical profession is presented and the optical market is analyzed. In the second part, there is prepared a theoretical base for marketing mix creation. Marketing mix is just one part of marketing strategic planning, therefore I also have to speak of particular methods used for situation analysis processing, the marketing aims, marketing strategies and segmentation of the market. Then the detailed elaboration of fundamental parts in marketing mix (product, price, place and promotion) is realized. The last part is the case study. There is description of the company which is mentioned above, as well as, there is created the structure of its marketing mix. The value of nonprofessional marketing mix is not low. Despite of this fact there are suggested proposals and recommendations at the end, which could positively affect marketing mix of that company. The most important one relevant to the place proposes to establish the own wholesale. This would affect also the price and the product. The whole study should be valuable for the company. It should help its to develop the marketing politics and finally make some business decisions easier.