# Abstract

This bachelor's thesis deals with the subject of greenwashing, its occurrence in the fashion industry and focuses on a specific target group - generation Z. The theoretical part first describes the concept of green marketing, its definition, benefits for companies and society, as well as its criticism. The following chapter focuses on greenwashing, its history, the most common practices and then the strategy for sustainable communication. The final chapter of the theoretical part of the work is devoted to the fashion industry itself, fast fashion and trends. Next, Generation Z, its perception, purchasing and consumption behavior is brought up. In the practical part, based on the theoretical part, the author defines three areas of questioning for use in qualitative research. The interviews are conducted in a semi-structured manner. The analysis of the interviews then tries to answer the research question of the perception of greenwashing by Generation Z.