

Abstract

This bachelor thesis focuses on the topic of positivity points in lingerie marketing. In the theoretical part of the thesis this topic is theoretically based, put into context and its key aspects are presented. The theoretical part firstly focuses on inclusive marketing, followed by the principles of fashion marketing and inclusion in this sector. It then focuses on a description of body positivity, its development and looks at the principles and trends in the lingerie segment. The key chapters of the theoretical part focus on the description of the concept of body positivity in lingerie marketing, which are presented with examples of selected brands. The theoretical part also summarizes the critical and ethical issues related to this topic.

The second, practical, part of the thesis examines and describes the perception of body positivity in lingerie marketing among Czech female consumers aged 18–40. First, existing research in this area is summarised and then the results of the research conducted as part of this thesis are presented. The research investigated whether body positivity is at all perceived by Czech female consumers, how it is perceived and how Czech female consumers approach it. Furthermore, it was also studied, how female consumers think lingerie advertisements should look like and to what extent they perceive body positivity in lingerie advertisements as a marketing tool. The results of the research are described and then briefly analysed based on the age of the respondents. The key finding is that Czech female consumers register the presence of body positivity in lingerie marketing, perceive it in a positive light and support the representation of different body types and features in lingerie campaigns.