

The thesis discusses the fashion magazine *Módní svět* (Fashion World) and its enclosure *Lada*, which it implants into their cultural and historical context. The magazine *Módní svět* (Fashion World) was published from 1875 to 1935 and this also delineates the time circumscription of the themes in the thesis. It contextually deals with the women's society during the turn of the 19th to 20th century, with women's emancipatory movement, with the beginning of publishing of magazines for women and fashion magazines, with their personalities and contemporary fashion. The second part deals with particular magazines *Módní svět* (Fashion World) and its enclosure *Lada*. This chapter describes their creation, their visual appearance, their ideological tendencies for its readers.