Abstract

My work is dedicated to problematics of fashion marketing, specifically to marketing communication of Versace and Zara brands in years 2009-2010. Versace and Zara represent companies from two dramatically different areas of garment industry – the first is a brand selling luxurious goods, clothes and accessories of a highest quality and price range, the second is a company typical for mass production and sale and prices which are rather low range. In the first part of work I focus on the brands themselves – their history, development and especially current position on the world and Czech market. Furthermore I describe thoroughly their target groups. The aim of the work was to find out whether different characters of the companies, their economic situation and target groups might have effect on their marketing communication and if so, of what kind. I compared all the communication channels, from classic advertising to corporate culture, always in terms of given area of the industry and also regarding the specifications of each studied brand. The study covers global communication of the brands and monitors the amount of differentiation and possible specifics in communication on the Czech market. Apart from final comparison of communication of brands Versace and Zara I attempted to conclude general conclusions applicable for marketing communication in fashion industry.