

The bachelor thesis Fashion photography and its current position in media and advertising examines the role of fashion stories (fashion editorials) in relation with the lifestyle magazines they are published in, regarding the role photographers who are responsible for the fashion stories and the fact whether the advertisement in particular magazine issue is related to the content of the fashion story. The analytical part of the thesis is based on the specific example of three lifestyle magazines in the Czech Republic – Elle, Dolce Vita and proc ne?! and on the work of four photographers that publish the most in these magazines – Anna Mrazek Kovacic, Standa Merhout and pairs Stepanka Stein & Salim Issa, Rene & Radka. It is subdivided into three units. The first examines the role of fashion stories in media, define the parameters on the basis of which a quality of a fashion story can be specified. The second analyzes the relation between fashion stories and advertisement on the example of brands that advertise in the magazines in comparison to the brands that are used in the fashion stories. The third analyzes the photographic style of the authors of fashion stories and examines how it is affected by the requirements of the client's order.