

Abstract

The object of this bachelor thesis is to translate the first chapter called *A history of seduction* from Mark Tungate's *Fashion brands: branding style from Armani to Zara* and to describe theoretically the process. The thesis is comprised of three fundamental parts – translation, commentary and the attached source text. The commentary is divided into four parts. The first one contains an analysis of the source text for the purpose of translation, the second part describes the selected translation method and the relation between the translated text and the original communication situation. The third part of the commentary comprises typology of the problems that occurred during the process of translation and the last part describes the necessary shifts that have been made in the translation.