

Abstract

Bachelor thesis “Comparison of event marketing strategies of luxury fashion brands in the years 2010-2012” deals with the event marketing as a tool through which selected luxury fashion brands (Dolce & Gabbana, Hermès, Louis Vuitton) on the Czech market communicate with their customers. First, the thesis defines the essence of event marketing and its position in the marketing communications mix. Subsequently, it indicates the main aspects of the luxury sector and characterizes the basic principles of the event marketing activities that are carried out in this area. The thesis describes selected events and then using comparative analysis reveals their obvious and latent intentions, on the basis of which each brand seeks to attract the target audience and convey unique and emotive experiences. The whole thesis points to the fact that the luxury fashion brands, which are mainly based on traditional and historical value, are able to effectively communicate with their customers through the communication tool that is considered as a modern, innovative and progressively growing part of marketing communications.