

## **Abstract**

The goal of this diploma thesis „Marketing Activities of Pietro Filipi Fashion Brand in years 2010-2012“ is to describe and analyze activities and communication of Pietro Filipi brand on the market of the Czech republic. In this diploma thesis following activities are showcased based on the principles of fashion marketing and branding. The first part of the thesis describes situation on the Czech market, stratification of domestic and foreign brands and general segmentation of fashion brands. The next part deals with the specific segment of medium premium brands, its direct domestic and foreign competition in this segment, marketing communication and activities of these brands. The second part describes and analyzes history of Pietro Filipi, product portfolio, target group and specific marketing activities of this brand. Questionnaire survey in the end of the thesis indicates weaknesses in brand communication with customers and its ambiguous identity.