

Abstract

This thesis deals with the historical and sociological character of fashion. The theoretical part is sociologically defined the concept of fashion, which trace development and put it into historical (Czech and international) context. The thesis also explains the concept of postmodern society, because it took place within the research unit. The research is focused on contemporary alternative fashion in the Czech Republic. It examines interesting phenomenon markets with alternative fashion, which was established in our territory in 2008. In interviews with twelve respondents, who are the authors (and vendors) of alternative clothing and jewelry, there were examined motivation, inspiration, ways of making (and selling) alternative fashion. Besides the description of the activities of the respondents and their motivations, the main research question was how respondents as authors and vendors of alternative fashion see their place in contemporary world of fashion. An important source of motivation for the creation of respondents was the fact that the current market fashion could not offer them anything that would suit to their taste. This response to trends of globalization, furthermore, production of their own fashion provides them satisfaction desalinated work. Respondents think that alternative fashion belongs to the current fashion world and very likely will be much more popular, but otherwise will never reach the equivalent position.

Keywords

Fashion, alternative fashion, postmodern society, globalization, market fashion, interviews, vintage, handmade, second-hand, eco-fashion