

## **Abstract**

The purpose of this thesis, titled “Communication strategy proposal for WIN-WIN shop”, is to provide a detailed analysis of marketing-oriented communication, in relation to sustainable fashion. The thesis is focused on the case of WIN WIN love brand, describing its inception and communication strategy. The theoretical part of the thesis defines the terms communication strategy, marketing mix and communication mix, with an emphasis on advertising, public relations, direct marketing and personal sales. The theoretical bases of the brand development are explained, including its identity and value.

The descriptive part of the thesis characterizes the brand and establishes its origins. The target market is analyzed by the Galaxie Gim model. The analytical part of the thesis investigates separate parts of the marketing mix and explores current communication strategy, pinpointing its advantages and disadvantages. Other factors of the brand are analyzed by SWOT. Lastly, the thesis presents results of primary research conducted through online questionnaires.