

In this thesis we will try to explain and clarify the main concepts of R. Barthes's semiological method introduced in his book *Système de la Mode*. The key moments of his model will be confronted with critique of other authors such as J. Culler, T. Todorov or D. N. Rodowick. The principal aim of Barthes's book is to create a precise method which would lead the structural analysis of women's clothing described by fashion magazines. The author believes, that vestimentary features presented in fashion magazines are constituted into a system of signification. Barthes's main intention has been to reconstitute this system of meaning and to create a classification of written garment using linguistic approach and procedures. After considering the critique of the above-mentioned authors, we will try to apply Barthes's concepts to some examples of written garment, taken from current fashion magazines, in order to better understand author's semiological project.