

ABSTRACT:

This diploma thesis deals with profession of mannequin in Czechoslovak. Focus is on the 1960s and 1970s of the 20th century. The diploma thesis focuses on questions, how the woman in Czechoslovakia could become a mannequin, how mannequins were perceived by ordinary people, what position in the world of work they had and what benefits mannequins had from their professions (e.g. benefits in the opportunity of travel, the opportunity to participate in an international exhibitions, filming etc.). The diploma thesis also focuses on the image of mannequins in contemporary media, especially in a feature film. In the diploma thesis there is not neglected contemporary fashion as well with focusing for example on artificial fabric or fashion that was seen in common shops and on the streets. The supporting structure of the thesis consists of interviews with mannequins of the socialist era, but one of the narrators is also a fashion designer Zdeňka Bauerová.