

The aim of this thesis is to examine the relation between Alfons Mucha and contemporary fashion and jewellery and to try to describe the clothing style in his graphic advertisements and to find sources of his inspiration.

The thesis is divided into four main sections. The first one talks about Mucha's relationship with the theatre and tries to determine his involvement in theatrical costume design. The second part concerns his graphic advertisements and aims to define different types of clothing of his allegorical women figures and to find sources of their inspiration. The goal of the third part is to characterize the phenomenon of attempts at reforming women's costume and to take a look at the relationship between Alfons Mucha and contemporary fashion. The last part deals with Mucha's jewellery designs.

This work is based primarily on Alfons Mucha's graphics and surviving jewellery and costume designs and on literary sources from that period.