

Abstract

„Reflection of Haute Couture in The Czech lands“ deals with fashion in the second half of the 19th century and early 20th century in the Czech lands. Before confirmation of national independence in the form of Czechoslovak republic the Czech fashion was evolving between two opposing tendencies. First, there was acceptance of influence from abroad, especially from France, England and Germany particularly through fashion magazines, and second, there was an effort to preserve national originality. The target of this thesis is not the analysis of fashion trends in the Czech environment but analysis of fashion as a phenomenon linked to wider societal aspects, political affiliations, construction of national identity and specific, nearly missing position of Czech aristocracy. This thesis monitors the status of a tailor in the Czech lands, his struggle with the beginning of apparel production and compares his emplacement with the French tailors, also known as coutiers who have created an autonomous and independent status of the clientele already in the second half of the 19th century.