

The bachelor thesis "The Communication Strategy of Mercedes-Benz Prague Fashion Weekend in 2013-2014" analyses the overall functioning and transformation of the communication strategy of this key social and business event that promotes the Czech fashion industry. The observed period of two years focuses on the change of leadership and the entrance of the key sponsor and also the titular partner – Mercedes-Benz, which as part of its strategy supports fashion weeks on an international level.

In the first section, the thesis deals with the concept of fashion in a historical and social context, and successively with the current issues and the importance of using marketing tools. The second section explains the basic marketing concepts that are then applied in the research section. The third chapter focuses on the description of the individual annual fashion weekends and also on the operations of local competition. The research section, in addition to the use of various communication tools, is based mainly on media monitoring, which is done through quantitative content analysis. The SWOT analysis is applied for the identification of the current operation and future opportunities and threats.