

Abstract

This bachelor thesis focuses on fashion bloggers, their personal branding and role of opinion readers. It summarizes theoretical knowledge about fashion blogs, Czech blogosphere, personal branding and opinion leaders. By using a descriptive analysis, this paper attempts to describe some of the methods bloggers use to brand themselves. The purpose of this research is to find common values and define the key to success. Their role of an opinion leader is also questioned in this work. Using a questionnaire, this work also evaluates reader's perspective on blogs. An important part is researching and conducting interviews with some of the industry insiders. The last chapter focuses on the forecast of near-future trends in fashion blogging.