

ABSTRACT

This thesis is devoted to the spa fashion and clothing in Czechoslovakia, particularly in the years 1924 - 1930. On the basis of sources and comparing the findings from the literature is reflected here penchant for spa clothing in the years 1924-1930 in Poděbrady. The entire work is divided into five sections. The first part focuses on the history of spas in Bohemia and in the context of Europe. The second part of the work attends the idea of the 1st Republic ideal of beauty. In the third section deals with the everyday venerable fashion during the given time. The fourth part introduces the readers to the history of the town, emergence of spa. It also deals with some points of interest about this local spa and, of course with spa advertising. The last part reflects the specific spa dress codes in Poděbrady. The work aims to describe local fashion site of this small town. The work also contains annexes, photographs that illustrate contemporary fashion ambience in provincial spa. The main source for the thesis was the fund of the Spa Poděbrady which is deposited at the Museum of the Labe Region.

Key words: Fashion, history of spa, Czechoslovakia, period 1924 – 1930, ideal of beauty, photography, importance of fashion, dandy, countryside,