

Abstract

This bachelor's thesis is aspiring to penetrate the minds of the consumers and to delineate chosen characteristics of the lifestyle of Marshal Apparel's target market. It will also focus on the preception of trends and fashion as means of self-expression.

In the first section of the thesis, I will explain the basic expressions linked with fashion and lifestyle which help to further understand the given topic. In the next section, I will briefly describe the Marshal Apparel fashion label. The practical section then puts the theoretical expressions into practice and applies them to the target market. The last section of the thesis presents the results and the discoveries of the quantitative and qualitative research that was carried out to gain an understanding of the consumer behaviour and lifestyle of the target market.