

Abstract

The main goal of the thesis is to explain phenomenon of fashion luxury goods democratization. The aim is to describe why and by what means it is caused and compare those theoretical findings with perception of fashion luxury brands by consumers. The first part of the thesis sets theoretical and historical background for the work as it is important for further understanding of the fashion luxury goods democratization. Nevertheless the first wave of democratization is already described in the chapter dedicated to history of fashion goods. The second part of the work describes by what means and why is democratization of the fashion luxury goods caused. This part of the work also examines the concept of new luxury. The third, last part, of the work is dedicated to comparison of theories with results of questioner on the subject of luxury goods perception.