

Abstract

The thesis deals with legal regulation of unfair competition characteristic for marketing activities of competitors within the fashion industry. The aim of this thesis is to describe the fashion marketing, unfair competition and capture their intersection. Numerous illustrations of theoretical recognitions on examples from practice are supposed to contribute throughout the content to the creation of a comprehensive overview on the subject matter in order to bring its findings closer to competitors in this field. In the practical part key findings are analysed based on the theoretical part, which is divided into chapters and subchapters. First of all, the topic is presented along with reasons that led to its selection. Then the structure of the work, whose final form is confronted with the thesis, is outlined. Following subchapters are dedicated, besides the normative and marketing definition of individual aspects, also to critical considerations and suggestions for their improvement. The final summary presents thesis's conclusions, which can provide valuable insights for the professional and wider public while contributing to the solution of certain issues on this matter.