

Abstract

Bachelor thesis Communication Strategy of Fashion Brand Everlane focuses on communication strategy of American brand Everlane that exists as an e-shop and offers modern minimalistic fashion. Brand is established on ethical, ecological and moral values and it's philosophy is based on 100% transparency. Everlane is considered as a unique company that in short time of it's existence achieved to become a respectable member in fashion industry. The aim of this thesis is to analyse Everlane communication tools used for communication with it's costumers and community. Part of this thesis is a presentation of few Everlane campaigns that were successful. Likewise the short introduction to fashion industry, evolution for last few years and which role plays sustainability, is included. In theoretical part of this thesis author is dealing with e-commerce phenomenon from historical and theoretical perspective. Also the focus is given to the connection between e-commerce, fashion and the tools that are being used.