

Annotation

This bachelor thesis deals with the subject of greenwashing, its presence in fashion industry and it focuses on an example of one of the world's leading fashion companies - H&M. The theoretical part describes the concept of corporate social responsibility which represents a framework of all ecological initiatives of every company, it analyses its environmental aspects and explicates terms of sustainability and green marketing. The following chapter deals with the concept of greenwashing, its definitions, origins and history. The subsequent chapter describes the system of the fashion industry, its driving mechanisms that caused rapid acceleration of the textile production over recent decades, it tries to depict its impact on the environment and analyses selected sustainable efforts that are commonly made by fast fashion brands in the field of environmental CSR. The last chapter of the theoretical part deals with H&M and its history, it describes its green policy and analyses selected environmental activities that could be considered as an example of greenwashing. The practical part examines the perception of the brand H&M by confrontation of the consumers with positive or negative information about its green activities. This quantitative research was realized in the form of survey experiment.