

## **Annotation**

The bachelor thesis “Communication Strategy Development of LAFORMELA Brand from the Establishment until Today” focuses on the analysis of communication strategy development of a Czech brand, LAFORMELA, founded in 2010 and currently led by a designer duo – Miroslava Kohutiarová and Antonín Soukup.

The main objective of the thesis is to analyse communication tools that the brand started using over the analysed period between 2010-2018. The author of the thesis critically reviews all the used tools and proposes several improvements that could make usage of the tools more effective.

The thesis consists of five chapters. In the first chapter, the author focuses on the definition of fashion and fashion marketing. The second chapter is dedicated to the marketing brand theory and its application on the LAFORMELA brand itself. In this chapter, the author presents its aspects and connects them with a SWOT analysis and an EFE matrix. In the third chapter, the author studies the brand’s marketing mix. The fourth chapter is focused on the communication strategy. The author also defines particular communication tools, critically reviews them and specifies several milestones, which are in his opinion, significant in the brand’s history. In the last chapter, the author examines results of the content analysis, answers research questions and presents efficient communication suggestions.