

Abstract

This thesis focuses on the current possibilities of corporate communication on social networks, presented on the example of Everlane fashion brand. The central theme of the whole thesis is the issue of sustainability and transparency, especially in relation to fashion. In addition to the specifications of selected social networks, such as Facebook, Twitter, and Instagram, the theoretical part presents foreign researches that examine these topics from both corporate approach and customer interest. The descriptive section of the thesis analyzes the monthly social networking experience of Everlane brand, which examines in which way, for what purposes and how differently is it possible to access each network, including interaction with the customers themselves.

The main research question of the qualitative analysis is as follows: *How does the Czech public evaluate interest in the topic of sustainability of the clothing industry professional and how, according to them, do fashion brands approach the topic in social media communication?* Interviews with selected Czech fashion experts are conducted and analyzed through grounded theory, in order to provide an insight into the issues in the context of the local market.