

Abstract

The purpose of this thesis is to investigate Generation Y's attitudes towards fashion consumption through the example of Zara. Generation Y is nowadays a significant segment of customers on the market and as the previous reports and studies shows, they think in a different way than previous generations. That means they also have specific shopping patterns, that are also applied when they shop fashion. Today, given that the market is dominated by fast fashion retailers, fashion is associated with cheap products that are accessible to everyone. The demand for new clothing is constantly increasing, and more clothing is continuously being produced, which leads to even higher consumption. This creates an accelerating cycle that has a negative effect on the environment. Millennials are regularly included in brands' strategic plans, as companies and marketers understand that many consumption trends are determined by this significant customer segment. The research showed that although Millennials know what fast fashion is, their own style is more important to them and they will most likely keep shopping in fast fashion retailers.