

Abstract

This bachelor thesis explains the theory and principles of functions of green marketing and greenwashing. Both of these marketing tactics are currently popular trends. The author has introduced and applied the fundamentals of greenwashing into textile industry and fashion brands. When defining these terms, another topic of sustainability and environmental impact of fashion industry has been researched. The analysis of the issues mentioned above is based on interviews with fashion and lifestyle bloggers, stylists, designers and other respondents, who actively engage with the topic of fashion industry or sustainable fashion.

The beginning of the theoretical part contains definition and characteristics of the term Corporate social responsibility (CSR), on which green marketing and eventually its unfair form called greenwashing are based. The greenwashing principles are followed by an explanation of the term fast fashion, its impact on environment and consumer's buying behaviour. The term of fast fashion is lately expanded by the topic of sustainability in fashion industry and its opposite model referred to a slow fashion. The theoretical chapter has been used as a starting point for the following practical research. The practical part is divided into two sections – descriptive part and research. In the descriptive one, the author introduces two fashion brands, H&M and MANGO, and analyses their marketing strategies connected to sustainable development. The following research is done through the qualitative form of questioning using in-depth interviews with the representatives of Czech fashion brands, models, fashion bloggers or influencers.

The aim of the thesis is to introduce the issue of fast fashion to the public readers and allow them to understand the usage of greenwashing by global fashion brands.