

## **Abstract**

Drag show, a marginalized genre of popular culture, is an entertainment or cultural performance in which men, in imaginative costumes and distinctive makeup, portray well-known female personalities. The performances are an experience based on a synthesis of acting, dancing, and singing. Although over the last 20 years drag show has become a legitimate segment of the cultural sector in the Czech Republic, there is only a small amount of professional literature and audiovisual processing related to this type of entertainment. A television documentary about the life of drag show called *'Hairdresser during the day, performer Naira Delairo during the night'* introduces Nikolas Novák not only as a drag artist but also as a man with a homosexual orientation, who moved from a small village in South Moravia to the capital because of his hobby. In addition to performing, Nikolas makes a living as a hairdresser, but his penchant for drag extends more to his personal life than it may seem at first glance.