

## Abstract

The goal of this diploma thesis is to penetrate the surface of the *haute couture* fashion houses marketing communication and to describe the communicated content. In this publication the author wants to reach the symbols and myths which stand behind the luxury marketing. The exemplar for the attempt mentioned will be the advertising campaigns of the two world well-known fashion houses – Louis Vuitton and Alfred Dunhill.

The first part establishes the theoretical fond for the analyses of luxury marketing. For that reason the Czech and the international general publications are being used. A necessary part of the opening is the presentation of the both fashion houses for a better grasp of the historical connotations and of the complex consciousness of their professional background and their promotional motivation.

The second part analyses the images chosen with an application of the comparison and the description. The important component of this part is the confrontation of the analyzed images with the historical facts and the cultural realia which allow us to overreach to the analyses of the narration and to the disclosure of the metatextual structures.