

The main theme of this bachelor thesis is development of a phenomenon of fashion blogs in the Czech Republic focused on using this platform for marketing communication mainly of fashion and cosmetic brands. The main goal is to, by descriptive analysis, describe most common methods of marketing techniques that are used to promote products by using authors of fashion blogs as opinion leaders and also describe penetration of this communication to author's content of blogs and analyse readers' responses to such content. The first chapter focuses on fashion blogs characteristics, second part is about establishment and development of this phenomenon in foreign countries and its influence to democratization of fashion. Third part deals with three main points that have principal influence on development of Czech fashion blogs, which allowed progress in marketing use of this media. In the fourth part I concentrate on the blog's authors and their position as opinion leaders, who are effectively used for spreading awareness of a brand. The following chapter is focused on techniques of bloggers' communication with their readers and also the readers' reaction to sponsored content. The conclusion is dedicated to summing up the key ideas of the thesis and the supplement includes photo documentation of the H&M showroom as an environment utilized for the communication with bloggers.