

## **Abstract**

In this bachelor thesis I am trying to describe how marketing strategies of luxury fashion brands for kids are formed. I attempt to find the specifics of these strategies and how it differs from the strategies in standard marketing. These features are going to be described on two examples of luxury fashion brands for kids – John Galliano Kids and D&G Junior.

In the first part of the thesis there is described the term „luxury“ and there are also explained theoretical basics of luxury goods marketing. For this purpose I used czech and foreign literature that is dedicated to analyzed issues. There is also explained the term „brand extension“, because most of the luxury fashion brands for kids are divisions of luxury fashion brands for adults. Further there are described specifics of marketing targeting children in connection with luxury fashion.

The second part is concerned of the own analysis of examined brands and subsequently their comparison.

The last part describes perception of children's luxury in the Czech Republic and how differentiates the conception in our country and abroad. Furthermore this part mentions the critics of luxury fashion for kids.