

The aim of this thesis is to analyse American Apparel's photographic strategies and its advertising tendencies in the years 2011 – 2015. In the theoretical part of this thesis, the text will cover the principals of advertising photography and will briefly describe the history of fashion photography. Also it will mention the work of famous photographers who have worked with atypical visual methods in the past. This thesis will also describe the beginnings and the story of American Apparel and its founder Dov Charney. Based on the work of Roland Barthes and visual methods described in the book *Metody výzkumu médií* by Trampota and Vojtěchovská, the author will use his theoretical knowledge and analyse the photographs used in American Apparel's advertising. The key result of this thesis is a qualitative analysis based on the text *Rhetoric Of The Image* by Roland Barthes.