

## **Abstract**

The main theme of this thesis identifies the specifics of international luxury good conglomerates and their functioning. The aim of this work is to clearly map and describe the conglomerates' functioning, their brand's position, and the positive and the negative effects of their presence. The content of the thesis includes the definition of luxury and luxury goods, and also a brief overview of the worldwide trends and consumer preferences in the luxury segment. The following part contains an analysis of strategic brand management and its influence on the brands, and an analysis of the internal communication activities within the three biggest luxury groups: LVMH, Kering and Richemont. The next part concerns the Czech Republic and the local perception of luxury. The final part is dedicated to the articulation of trends in the luxury market, specifics of groups and its working, and finally, the results of their external communication and existence in the Czech Republic.