

## **Abstract**

The topic of the bachelor's thesis is the lifestyle of Prague's gilded youth. It is a sociologically unexplored subculture to which little literature is dedicated. The concept of gilded youth is very subjective and there is no exact definition of it. The aim is to describe and define the gilded youth living in Prague and their lifestyle (family backgrounds, values, aspirations, leisure, and perception of their position in Czech society...). This is done through qualitative research and semi-structured interviews with representatives of the subculture and additional observations. Part of the work is also preliminary research whose aim was to determine how the term 'gilded youth' is perceived in society and what characteristics are associated with it. It describes the stereotypes that are associated with this subculture, and then compares the results of research with findings from interviews with Prague's gilded youth. The work describes Prague's gilded youth and their lifestyle, exploring in depth their lives. This is the first research on this subculture in the Czech Republic, although due to its focus on the capital city it does not reflect the whole country.

## **Keywords**

Lifestyle, subculture, gilded youth, money, social capital