

## **Abstract**

The bachelor thesis „Communication strategy of the brand ODIVI“ analyses marketing-orientated communication of this well-known brand, which was founded by Czech fashion designer Iva Burkertová.

In the first section, the thesis deals with the concept of fashion in a social and historical context, focuses on its properties and describes the fashion market and its structure. The second section describes fashion marketing and the main theoretical concepts associated with it. The third chapter focuses on the brand description and determines its origin, the main collections, vision and mission, positioning, it also characterizes the main target group, defines brand competitors etc. The next section analyses the current marketing mix of the brand. The research section is based on the content analysis, which qualitatively describes selected communication tools of the brand ODIVI and focuses on their main positive and negative aspects. The SWOT analysis is applied for the identification of the current operation and future opportunities and threats.

Lastly, the thesis presents results of primary research conducted through the content analysis, responds to the predetermined hypothetical questions and proposes concrete recommendations to improve the communication strategy for the future.