

This bachelor's thesis focuses on the analysis of the complex relationship between representatives of Generation Z and fast fashion chains. Its goal is to define the basic aspects of the purchasing relationship with the brands of these chains and to evaluate the main attitudes of the representatives. The emphasis is also on sustainability, which is an increasingly mentioned topic in the fashion industry. The work is divided into two parts, theoretical and practical. In the theoretical part, the issue of fast fashion is presented using the example of its history and its modern form together with marketing strategies. Generation Z is also analysed both from the point of view of their main characteristics and consumer behaviour. The practical part is devoted to the analysis of in-depth interviews with representatives of the generation group, who bring their personal opinions and attitudes to fast fashion chains and sustainability. The qualitative research method was used for the research, thanks to which it is possible to look more deeply and better analyse the feelings and attitudes of the respondents.