

## **Abstract**

The presented work deals with the male perspective on fashion and dressing. Clothing works with various means of communication, which are used with greater or lesser awareness of the individual. The main aim of this work is to find out how this communication is formed. In other words, it is a study of what goes into men's thinking and decision-making when it comes to clothing and what role their gender expression plays in this process. The work first presents several theoretical concepts that are inevitably connected with this topic. It is further enriched by qualitative research, which presents the mentioned topics in Czech context through 11 interviews with men of two age categories. Subsequent findings are approached through the lens of the grounded theory method. The key decision-making element turned out to be the everyday experience, which is manifested in the events in which men participate on a given day. An important aspect in men's lives are also external influences, which can come from a personal level, mainly represented by their life partners, or from a community level, exemplified by interests and leisure activities. These two main influential sources are covered by the overall social context, which sets general rules about what is appropriate or expected. In the case of the relationship to one's own body, male attitude turned out to be neutral or downright negative, with the need to fixate on the stereotypical ideal of a strong man.