

## **Abstract**

This bachelor thesis deals with the diversity of models in the Czech and French editions of Vogue. It is based on three studies that mention the rise in popularity of plus size, ethnic, queer, disabled and mature models on catwalks, magazine covers and Instagram. It focuses on the representation of three groups of models, specifically models of different skin tones, models of different body types and models aged 50 and above. The aim of this thesis is to determine whether (and to what extent) selected editions of Vogue magazine include selected groups in their content through photographs that promote a product or brand, and how these editions differ from each other. The thesis is divided into a theoretical and a practical part. The theoretical part first deals with defining the concept of diversity and the representation of selected groups in the fashion industry. The following section characterizes magazines, including magazines aimed at women. Afterwards, the history of the Czech and French editions of the examined magazine is presented. The methodological part deals with the content analysis of 24 magazines and their subsequent comparison, with a total of 976 models analysed. In addition to the two research questions, three hypotheses are also established, building on the theoretical part and the above-mentioned research.