

Abstract

This thesis examines the strategic approach of luxury fashion brands to counterfeits. The democratization of luxury fashion, the acceleration of the fashion calendar, the boom in online shopping, and last but not least the coronavirus pandemic have led to the normalization of the ownership and promotion of counterfeits. The trade in counterfeits poses a long-term risk to the economy and society. The counterfeit business can finance organised crime and its production is harmful to the planet and to workers in the supply chain. The aim of this paper is to find out how brands are dealing with this situation – what tools and strategies they are using to combat counterfeits. The theoretical introduction of the thesis explains the concept of luxury, describes the different forms of counterfeiting from a legal point of view, presents the negative and positive effects of counterfeiting, as well as recommendations on how to combat it. A qualitative method was chosen for the research, which allows to look at the topics in depth and also to explore how the topics are approached. With the help of critical discourse analysis, an answer to the question is sought: *What is the current strategic approach of luxury fashion brands towards counterfeit goods?* Key themes that are most frequently mentioned by the media in the context of counterfeit luxury fashion are presented. Communication with the customer, control of the supply chain, close cooperation with other brands, authorities and other stakeholders and the use of technology are essential aspects in the fight against counterfeiting.