

ABSTRACT

This bachelor's thesis deals with the phenomenon of slow fashion movement created as a reaction to the development of today's fashion industry. The first part explains the term fast fashion, its main features, business models that lead to its creation such as outsourcing and its social and environmental impacts. Moreover, it deals with the gradual infiltration of sustainability into the fashion industry and the subsequent emergence of slow fashion. Based on qualitative research in the form of semi-structured interviews, the practical part examines specific Czech slow fashion brands. The research primarily analyses the motivation of the founders behind building the selected brands, the approach of these companies to the production and distribution of their products and their overall attitude towards today's fashion.

KEYWORDS

fast fashion, slow fashion, sustainable fashion, textile industry, consumerism