

Abstract

This diploma thesis analyzes millennials' perception of sustainable fashion in two Central European countries – the Czech Republic and Austria. The main goal is to observe how millennials regard sustainable fashion, what factors affect their intention to purchase sustainable fashion, and what kind of role plays cultural differences. The research was conducted via questionnaire, and the data analyzed by numerous statistical methods – t-test, linear regression. Overall, the millennials have a positive relationship toward sustainable fashion. Both groups of millennials differ in their willingness to pay more for sustainable clothing in case of lacking comfort. Furthermore, Czechs and Austrians differ in the score of PDI and IND indexes. These two cultural dimensions do somehow influence millennials' perception of sustainable fashion.

Key words: *sustainable fashion, millennials, luxury fashion, culture, TPB*