

## **Abstract**

Diploma thesis „Fashion - tool of the presentation of respect and recognition“ deals with fashion ó clothing as a mediator in presenting respect and recognition in my respondents jobs. It attempts to show the level of importance that to fashion and clothes attributes thematically selected group of people living in today´s society of consumerism - hence what role play these phenomenons in theirs lives and to what extent they attach importance to them. Diploma thesis assumes that their clothes communicate respect and recognition, which their job requires. For the research part of my thesis, I chose qualitative type of research. This method allows to obtain individual opinions and insides of respondents and leads to clarifying the nature of the matter of investigation. It has been used an interview with the instruction and interviews have been shot in October-November the 2012th.