

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Co-Branding between Luxury Fashion Brands and Mass Fashion Brands

Author of the Master's Thesis:

Svetlana Khaustova

Goals of the Master's Thesis:

Determining positive and negative effects of co-branding between luxury and mass fashion brands. Developing a guide for successful co-branding strategy.

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	6
2. Demands on the knowledge	9
3. Adequacy and the way of the methods used	7
4. Depth and relevance of the analysis in relation to goals	6
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	7
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	7
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	7
Total score in points (max 100)	74
Final grading	Good (3)

Overall evaluation, additional questions or comments:

The author did not cooperate with the supervisor sufficiently and therefore the thesis has certain weaknesses. The goal of the thesis should be more focused (e.g. "proving the assumption that co-branding holds great potential as a strategic tool for brand enhancement and democratization of fashion" stated on page 9, is difficult to defend - based just on two case studies; also the content of the thesis should be more focused on the goals - for example the "guide" which may be the most important goal is described just on one page). Similarly the methods used have several problems (e.g. the focus of the expert interviews on the goal of the thesis is in my opinion not adequate). There are also some formal issues. However, the thesis still meets the criteria for successful defense. The topic of the thesis is very interesting and recent. The author provides some interesting and practical insights. Question for the defense: one of the goals of the thesis was determining positive and negative effects of co-branding between luxury and mass fashion brands (what can be reached and what can be lost). In my opinion these findings were not described properly in the thesis (they are scattered in the text). Can you summarize both potential effects?

The name of the supervisor:

Ing. Miroslav Karlíček, Ph.D.

The employer of the supervisor:

Marketing Department, Faculty of Business Administration, VŠE

10 September 2013

Signature of the supervisor