Assessment of Master Thesis

Master Thesis supervisor: Ing Marketa Lhotakova Ph.D.

Master Thesis author: Svetlana Khaustova

Title: Co-Branding between Luxury Fashion Brands
and Mass Fashion Brands

Demand factors:		
Theoretical background	Average x	
Data used	Average x	Above – average
Methodology used	Average x	Above - average

Criterion	Scale			
	Excellent	Very good	Satisfactory	Unsatisfactory
Overall objective achievement			x	
Self-reliance of author			x	
Logical structure			x	
Using of literature, citations		x		
Adequacy of methods used			x	
Depth of analysis			x	
Form of MT: text, graphs, tables		x		
Felicitousness		x		

Usefulness of results in practice and theory: average   x   above-average

Discussion topic for defense: Co-branding in fashion industry is an interesting and dynamic topic. Objective of the theses was more or less achieved, although it was defined quite broadly and therefore hard to fulfill, especially confirming the claim, that co-branding is "strategic tool for brand enhancement and democratization of fashion". Majority of important concepts were described throughout the theses, even though deeper analyses of co-branding, its different forms and impact on all engaged brands should have been analyzed deeper including author´s conclusions and finding. Despite these weaknesses theses met requirements and I recommend it for defense.
Could you discuss advantages and disadvantages of co-branding of between luxury fashion brand and mass fashion brands from the point of the luxury brand

Master Thesis **is/ recommended for the defense**
Grade proposed…good …………….
Prague,   _____
                                                             Signature of academic consultant