

Zahraniční zdroje šedé literatury

2

Martina Machátová

Aktualizace: 31. srpna 2026

DiVA

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- Vyhledávací nástroj a repozitář umožňující přístup k výzkumným publikacím a vysokoškolským pracím z 50 univerzit a výzkumných institucí ze Švédska.
- Při vyhledávání lze použít hvězdičku pro pravostranné rozšíření a oboustranné horní uvozovky pro frázi.

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DiVA☆ Digitala Vetenskapliga Arkivet

Simple search

Advanced search - Research publications

Advanced search - Student theses

Statistics

English Svenska Norsk

marketing fashion

Search

☒ All publications ☐ Research publications ☐ Student theses

☐ Only documents with full text in DiVA

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DiVA portal is a finding tool and an institutional repository for research publications and student theses written at 50 universities and research institutions.

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Výsledky

OpenGrey | Google | DiVA - Search result

Nezabezpečeno | diva-portal.org/smash/resultList.jsf?dswid=7491&language=en&searchType=SIMPLE&query=marketing+fashion&af=...

Aplikace | Vlastní odkazy | Importováno z apli... | MZK | Moravská zemská k... | Roundcube Webmail | AUT - Základní vyhl... | Google | Seznam ČSN | Espacenet

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Simple search | Advanced search - Research publications | Advanced search - Student theses | Statistics

English Svenska Norsk

Change search

Simple search | **Result list (marketing fashion)**

Refine search result

Document type
Full-text in DiVA (403)
Full-text not available in DiVA (158)

Publication type
Student thesis (420)
Article in journal (64)
Conference paper (41)
Chapter in book (14)
Doctoral thesis, monograph (5)
Show more

Subcategory
Published paper (27)
Oral presentation with published abstract (8)
Oral presentation only (5)

Cite Export | 1 2 3 4 5 6 7 | 1 - 50 of 561 | [Link to result list](#)

Rows per page 50 | Sort Author A-Ö | Title A-Ö

Select | all on this page | 250 onwards | Clear selection

☐ 1. ▶ Agerup, Ulf
Accessible luxury fashion brand building via fat discrimination
2018
In: Journal of Fashion Marketing and Management, ISSN 1361-2026, E-ISSN 1758-7433, Vol. 22, no 1, p. 2-16
Article in journal (Refereed) ▶ Abstract [en]
Publisher's full text

☐ 2. ▶ Agerup, Ulf
Intermediate Luxury Fashion: Brand Building via Fat Discrimination
2016
In: 11th Global Brand Conference / [ed] Stuart Roper, Saltaire, UK: Greenleaf Publishing , 2016, p. 23-28
Conference paper (Refereed) ▶ Abstract [en]

☐ 3. ▶ Agerup, Ulf

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Stahování seznamu vybraných záznamů

The screenshot shows the DiVA (Digitala Vetenskapliga Arkivet) search results page. The browser's address bar shows the URL: `diva-portal.org/smash/resultList.jsf?dswid=7491&language=en&searchType=SIMPLE&query=marketing+fashion&af=...`. The page title is "Digitala Vetenskapliga Arkivet". Below the title, there are four tabs: "Simple search", "Advanced search - Research publications", "Advanced search - Student theses", and "Statistics". The "Simple search" tab is selected. Below the tabs, there is a search bar with the text "Change search". The search results are displayed in a table with the following columns: "Document type", "Publication type", "Subcategory", "Cite", "Export", "Rows per page", "Sort", "Title A-Ö", "Abstract [en]", and "Selected: 2". The "Cite" and "Export" buttons are highlighted with a red box. The search results are filtered by "marketing fashion" and show 561 results. The first two results are selected. The first result is "Accessible luxury fashion brand building via fat discrimination" by Agerup, Ulf, published in 2018. The second result is "Intermediate Luxury Fashion: Brand Building via Fat Discrimination" by Agerup, Ulf, published in 2016.

OpenGrey x Google x DiVA - Search result x +

Nezabezpečeno | diva-portal.org/smash/resultList.jsf?dswid=7491&language=en&searchType=SIMPLE&query=marketing+fashion&af=...

Aplikace Vlastní odkazy Importováno z apli... MZK Moravska zemská k... Roundcube Webmail AUT - Základní vyhl... Google Seznam ČSN EPO Espacenet

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Simple search Advanced search - Research publications Advanced search - Student theses Statistics

Change search

Simple search Result list (marketing fashion)

Refine search result

Cite Export 1 2 3 4 5 6 7 1 - 50 of 561 Link to result list

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Select all on this page 250 onwards Clear selection ? Selected: 2

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Subcategory

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1. Agerup, Ulf

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2018

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Abstract [en]

2. Agerup, Ulf

Intermediate Luxury Fashion: Brand Building via Fat Discrimination

2016

In: 11th Global Brand Conference / [ed] Stuart Roper, Saltaire, UK: Greenleaf Publishing, 2016, p. 23-28

Conference paper (Refereed)

Abstract [en]

3. Agerup, Ulf

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Výběr formátu pro export vybraných záznamů

OpenGrey | Google | DiVA - Search result

Nezabezpečeno | diva-portal.org/smash/resultList.jsf?dswid=7491&language=en&searchType=SIMPLE&query=marketing+fashion&af=...

Aplikace | Vlastní odkazy | Importováno z apli... | MZK | Moravská zemská k... | Roundcube Webmail | AUT - Základní vyhl... | Google | Seznam ČSN | EPO | Espacenet

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Simple search | Advanced search - Research publications | Advanced search - Student theses | Statistics

English Svenska Norsk

Change search

Simple search | Result list (marketing fashion)

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Document type

- Full-text in DiVA (403)
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Publication type

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- Doctoral thesis, monograph (5)

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Subcategory

- Published paper (27)
- Oral presentation with published abstract (8)
- Oral presentation only (5)

Cite | **Export**

- BibTex
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- CSV 1
- ☒ CSV 2
- CSV 3
- CSV 4
- CSV 5
- CSV all metadata
- CSV all metadata version 2
- RIS
- ☒ Mods
- MARC-XML
- ETDMS

1 2 3 4 5 6 7 | 1 - 50 of 561 | Link to result list

Sort | Author A-Ö | Title A-Ö

250 onwards | Clear selection | ? | Selected: 2

on brand building via fat discrimination

Marketing and Management, ISSN 1361-2026, E-ISSN 1758-7433, Vol. 22, no 1, p.

Abstract [en]

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ference / [ed] Stuart Roper, Saltaire, UK: Greenleaf Publishing , 2016, p. 23-28

Abstract [en]

3. Agerup, Ulf

www.diva-portal.org/smash/references?referenceFormat=BIBTEX&pids=[diva2:1270836, diva2:944292]&fileName=export.txt

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Záznam

OpenGrey x Google x What do consumers say? : Explor x +

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DiVA Digitala Vetenskapliga Arkivet

Simple search Advanced search - Research publications Advanced search - Student theses Statistics

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Change search

Simple search Result list (marketing fashion) Full-text in DiVA What do consumers say?: Exploring Consumers' Opinion on Femvertising in Fashion

Cite Export 1 2 3 4 5 6 7 3 of 403 Link to record Share

<<Back to result list

What do consumers say?: Exploring Consumers' Opinion on Femvertising in Fashion

- Acharya, Anjali
University of Borås, Faculty of Textiles, Engineering and Business.
- Ristimäki, Lycke
University of Borås, Faculty of Textiles, Engineering and Business.

2019 (English)
Independent thesis Advanced level (degree of Master (Two Years)), 20 credits / 30 HE credits

Student thesis

Abstract [en]
Fashion advertising has long been repudiated for fostering narrow and stereotypical imagery of women. Today consumers demand advertisements to be inclusive and real in their portrayals. As a result, there is an increasingly visible marketing phenomenon, called Femvertising, which merges the feministic ideology of empowerment and liberty with brand image and sales. The purpose of the study is to explore consumers' opinions about femvertising by fashion brands. Within this, the thesis seeks to explore how consumers feel about these advertisements and the outcome they perceive these to have. Through snowballed sampling focused on reaching diverse people connected via social media, a wide array of thoughts and perspectives on femvertising is sought to fulfill the purpose.

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By organisation
Faculty of Textiles, Engineering and Business

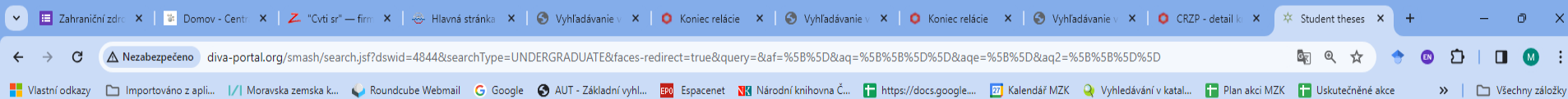
On the subject
Economics and Business

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Pokročilé vyhledávání VŠKP



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Free text

"financial literacy"

- AND -

OR NOT

Search

Limit the search further

Full text ☐ Only documents with full text in DiVA

Publishing year From 2016 To 2024

Organisation(id) -

Category(id) Browse

Thesis level -

Artistic work -

External cooperation -

Kontakt

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Tel.: 541 646 170