

Summary

Doctoral thesis entitled „*How to sell the end of the world?*” is divided into two parts.

The first part begins with a description of the contemporary consumer society, mainly based on the theories of Zygmunt Bauman’s *liquid fear*, Ulrich Beck’s *society of risk*, and Frank Furedi’s *culture of fear*. They provide a broad picture of our contemporary fears and their origins.

Then the realities of the capitalist system are described, particularly the function of modern companies and their policies regarding advertising and marketing. The motives and ways of manipulating the consumer are listed, as well as their consequence: the generation of further fears and the operating idea of nature as a source of profits.

The events and catastrophes that have had a significant impact on the history of mankind are also described, as well as the time of the pandemic, which on many levels shows that life can exceed the artist’s imagination.

The next point is the analysis of post-apocalyptic themes in contemporary culture and art citing specific examples of film, literature and art works.

The concept of the anthropocene, the influence of man and his activities on the planet and the accompanying climate change are also discussed.

The second part consists of a description and analysis of the artistic work — the APO Store brand project. It shows man as both the perpetrator and the victim of the apocalypse. He is the epitome of his fears and weaknesses. The costumes that were created for the end of the world, and the entire policy of the brand, symbolically illustrate modern man and his striving to maintain his own immortality and the immortality of the capitalist system, even at the cost of the life of the entire planet. The analysis concerns the website www.apo-store.eu with all its content, Apo Store products, Instagram profile @_apo_store and Facebook profile @apo.neverending.store.