**ABSTRACT**

The main objective of this article is to present the relevance and possibilities of using the “retro” trend in marketing communication strategy of global brands, taking into account intercultural environment of companies. In the article the examples of retro-communication of global brands are presented. The results of comparative studies of attitudes of French and Polish consumers concerning retro communication campaigns of global brands are also analysed, taking into account the product category, as well as geographic and cultural consumers characteristics. The results of the research confirm the significance of retro marketing communication in case of global brands in current market conditions and their impact on consumers attitudes.