

Please cite the Published Version

Rashid, Arooj and Barnes, Liz (2021) Exploring the blurring of fashion retail and wholesale brands from industry perspectives. The Journal of The Textile Institute, 112 (3). pp. 370-376. ISSN 0040-5000

DOI: <https://doi.org/10.1080/00405000.2020.1757295>

Publisher: Taylor & Francis

Version: Supplemental Material

Downloaded from: <https://e-space.mmu.ac.uk/625695/>

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Table 1: The UK fashion industry experts interviewed

Company	Organisation Type	Interviewee Position
Company A	Pure own brand - Fast fashion retailer	1) Wholesale brand coordinator 2) Buyer 3) Senior Buyer
Company B	Pure own brand - Quality led retailer	1) Head of Department 2) Buyer
Company C	Premium brand - Performance design led retailer	1) Designer
Company D	Premium brand - Performance design led retailer	1) HR Manager
Company E	Premium brand - Performance design led retailer	1) Buyer
Company F	Premium retailer and own fashion brand	1) Store Manager
Company G	Premium brand - Wholesale brand and Manufacturer	1) CEO
Company H	Premium fashion - Wholesale brand and Manufacturers	1) International Marketing Director
Company I	Premium Fashion – Wholesale brand and Manufacturer	1) Creative Art Director
Company J	Multi-channel retailer (wholesaler and own brand retailers)	1) Head of Department 2) Senior Buyer
Company K	Multi-channel retailer own brand retailers	1) Assistant Buyer (previously a senior buyer for the same company)
Company L	Component Supplier	1) President of Apparel and footwear
Company M	Component supplier and wholesale brand	1) Non-Executive Director
Company N	Designers and manufacturer for design led brands	1) Senior Fabric Technologist
Company O	Textile research and funding organisation	1) Textile researcher
Company p	Textile research and funding organisation	1) International Director
Company Q	National Retail Research Knowledge and Exchange Centre	2) Retail Expert