

## APPENDIX

### Appendix 1. Profiles of Interview Respondents

*H&M Hennes & Mauritz B.V. & Co. KG, Stockholm (Sweden)*

<b>Name</b>	<b>Kristina Stenvinkel</b>
<b>Position</b>	Head of Communications
<b>Interview Date</b>	24.04.2013

  

<b>Name</b>	<b>Camilla Emilsson Falk</b>
<b>Position</b>	Head of Media Relations
<b>Interview Date</b>	24.04.2013

*Stella McCartney, London (United Kindom)*

<b>Name</b>	<b>Allegra Ziletti</b>
<b>Position</b>	Worldwide Marketing Director
<b>Interview Date</b>	30.04.2013

*RC CenrtObuy, CJSC, Moscow (Russia)*

<b>Name</b>	<b>Yakupova Dilyara</b>
<b>Position</b>	Head of Communications
<b>Interview Date</b>	10.04.2013

<b>Name</b>	<b>Olga Vishnevskaya</b>
<b>Position</b>	Head Store Manager
<b>Interview Date</b>	10.04.2013

*Valentin Yudashkin, Moscow (Russia)*

<b>Name</b>	<b>Irina Nosova</b>
<b>Position</b>	Press-attaché
<b>Interview Date</b>	9.04.2013

## Appendix 2. Fashion Blogs

### Stella McCartney for H&M

#### **DESIGNER FOR TOMORROW**

Hosted by Stella McCartney. *DfT Patron 2013 – Stella McCartney.*

Available at WWW: <http://www.designer-for-tomorrow.com/patron/stella-mccartney-2/>

#### **D-kriptik BLOG.**

*H&M Stella McCartney Chaos.*

Available at WWW: <http://d-kriptik.com/blog/2005/11/12/hm-stella-mccartney-chaos/>

#### **EARTH DIVAS' BLOG.**

*Stella McCartney Sustainable Style.*

Available at WWW: <http://earthdivasblog.com/2010/08/23/stella-mccartneys-sustainable-style/>

#### **FASHION TRIBES BLOG**

By Lesley Scott, Fashion Writer, Critic & Blogger. *Stella McCartney Brings Absolute Mayhem to H&M's Across America.*

Available at WWW: [http://fashiontribes.typepad.com/main/2005/11/stella\\_mccartne\\_1.html](http://fashiontribes.typepad.com/main/2005/11/stella_mccartne_1.html)

#### **GAWKER.**

*Stella McCartney's H&M Line Sells Into Thin Air.*

Available at WWW: <http://gawker.com/136535/stella-mccartneys-hm-line-sells-into-thin-air>

#### **I AM FASHION.**

*Stella McCartney for H&M.*

Available at WWW: <http://iamfashion.blogspot.cz/2005/11/stella-mccartney-for-hm.html>

#### **MY DAILY MODE.**

*H&M vs. Stella McCartney.*

Available at WWW: <http://www.mydailymode.com/2013/06/h-vs-stella-mccartney.html>

### Valentin Yudashkin for CentrObuv

#### **DianaDaron**

*Valentin Yudashkin for CentrObuv: Capsule Collection.*

Available at WWW: <http://www.dianadaron.ru/index.php/tag/валентин-юдашкин/>

#### **LOOK.tm**

*Valentin for Masses.*

Available at WWW: <http://look.tm/content/blog/valentin-dlya-naroda>

#### **RELOOK**

*Valentin Yudashkin for CentrObuv.* Available at WWW: <http://www.relook.ru/post/46660/>

#### **The Style Jungle.**

*Valentin Yudashkin's collaboration with CentrObuv.*

Available at WWW: <http://thestylejungle.livejournal.com/86023.html>

### Appendix 3. Interview Questionnaire

No.	Questions
1	May I ask you to introduce yourself? What position do you occupy in the company?
2	Could you describe the company's brand strategy and target audience? What are the company's specific features of marketing communications? How do customers perceive it?
3	Who are your main competitors? How do you cope with competitors' pressure?
4	Expand to preserve the brand, do you agree or disagree? Which strategies does your company utilize to expand and enhance the brand?
5	When did your company first use co-branding practice? Who was the partner? Could you please tell me how many collaborative agreements does your company have today? What would you tell me about future co-branding projects?
6	Could you please describe the partner selection process? What principles must be considered before entering into brand collaboration? In what direction partner brands must collaborate?
7	How does your company measure co-branding success? Could you share with me your own impressions about the collaborative collections from the customer's perspective? How did your relatives/friends perceive it?
8	What do you think about future development of co-branding? What is your impressions about democratization of luxury?