

## Fashioning a new network

Apparel buyers tired of schlepping to showrooms need head no farther than their computer screens.

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Apparel buyers tired of schlepping to showrooms need head no farther than their computer screens. A new online network called Joor allows retailers to connect with clothing vendors the way "friends" connect on Facebook. Members, equipped with a password, can log on to view current fashion lines and communicate with participating designers.

In just five weeks, Joor has signed up 115 designers, including **Tracy Reese**, **Steven Alan** and **Shoshanna**, and 500 boutiques such as Olive & Bette's and Otte. Brands pay \$7,500 or less annually, depending on size. Founder and former fashion buyer **Mona Bijoor** is hoping to reach 1,000 designers and 7,500 stores globally. "If you can see the collections in one place, that becomes much more efficient" for buyers, she says, noting that the site focuses on contemporary labels with wholesale prices between \$100 and \$400. "And brands don't have to fax look-books or put them in the mail."

Ms. Bijoor will not reveal her investment, but says creating such a venture "can typically cost anywhere from \$750,000 to \$1 million in the first year."