

Introducing JOOR, a social network for fashion insiders

JOOR

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THE PRIVATE FASHION NETWORK CONNECTING BRANDS AND BOUTIQUES

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JOORACCESS.com homepage via jooraccess.com

The fashion industry's social networking problems have been solved thanks to the newly launched site, **JOOR** which allows buyers and designers to interact around the clock.

The site enables designers, buyers, showrooms and press to browse collections, make purchases, discover emerging talent, learn about the latest trends, and communicate with each other. "By offering an easy to use online system, we allow designers to connect with buyers in an intimate manner. The result is a neutral platform for designers and buyers to work together and channel their resources efficiently." says founder Mona Bijoor.

Never fear, this is not a free for all where you will be "poked" by random "Mr. and Mrs. waste of my time"; there is a selection process. Designers must have current specialty store distribution, have garnered publicity for their brand, have product that wholesales between \$50-\$1500, and manufactured good quality product. Accepted request are for buyers that carry high caliber contemporary and advanced contemporary brands, have strong visual merchandising capabilities, and carry at least one brand on the JOOR network. Currently JOOR has 250 buyers and 1,500 brands as members.

The site will also feature fashion editorials, videos, trend profiles and interviews on the latest boutiques, designers and industry insiders.