



## NEWS

### JOOR JOINS CFDA BUSINESS SERVICE NETWORK

JOOR, an online business-to-business network for the women's contemporary fashion industry, is the latest company to join CFDA's Business Service Network.

Created by Mona Bijoor, veteran fashion buyer and corporate strategist, the site brings together brands, buyers, showrooms and press. Members discover talent, browse collections, make purchases, and communicate with each other on the network. In addition, the site features fashion editorials, videos and interviews profiling the latest trends from industry experts.

Participating brands and buyers create customizable pages on JOORACCESS.com via a process similar to that used by popular social networking sites. Brands upload company information, look books and line sheets. Buyers create pages with information on lines carried, clientele and images of their stores. To ensure privacy, brands and buyers request a "match" through the site before being granted access to a collection. Once access is granted, buyers can view collections, create "story boards," and process purchases in a standardized format.

JOOR will work with CFDA and its members to offer customized benefits, discounts and access.