



Fashion Scoops

## Joor Hosts Digital Media Panel for CFDA Members

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**DIGITAL SPACE RACE:** Jooraccess.com, a private fashion network connecting brands and boutiques, is hosting Tuesday a panel discussion about fashion and the best practices in the digital space.

The event, which is open to all Council of Fashion Designers of America members, takes place from 9 am to 11 am at the SoHo House. Scheduled to speak are: Jyoti Singhi, former CRM manager at Cartier; Shenan Reed, founder of Morpehus Media; Bernandine Wu, founder of Fit for Commerce; Mickey Alam Khan, editor-in-chief of Mobile Marketer, Mobile Market Daily and Luxury Daily; Dr. Sharon Novak, specialist in ecommerce supply chain management, and Tony King, founding partner, King & Partners and founding partner, Createthegroup.

Joor was founded by Mona Bijoor, a former fashion buyer and entrepreneur, who said the company brings the entire wholesale buying process online and in one place. Since its launch in March 2010, Joor has grown from working with 75 designers and 500 boutiques to over 250 designers and more than 2,000 boutiques.

"The CFDA and Joor have assembled a panel of industry leaders to offer insight on technology's continued influence on the business of fashion," said Steven Kolb, executive director of the CFDA. "As part of our mission to inform our members, Joor Access will help them understand the latest advancements and applications in delivering brand information quickly and directly to consumers."