

Online Retailer

Online retail is the fastest-growing segment of the fashion business—so, listen up! These experts give you the skinny on how to make your e-commerce pockets FAT.

The Social Network

JOOR, brainchild of founder Mona Bijoor, is the hot new online network where brands and buyers can do business privately around the clock. JOOR's promise: You'll spend more time selling product and less time on the phone and sifting through paperwork.

What sets JOOR apart from other online retail outlets? JOOR is taking the buying process online so that buyers can, for the first time, find new brands, build and buy collections, manage orders, and track what's hot, all in one place. We all shop online for our own wardrobes; **JOOR is creating that experience within wholesale.**

How do buyers and brands become a part of JOOR?

Membership for buyers is free. JOOR currently accepts membership requests from 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. And JOOR selects brands that have current specialty-store distribution, have garnered publicity for their brand, have product that wholesales between \$50-\$1,500, and manufacture quality product.

How many brands and buyers are on JOOR today?

We have 200 brands and 1,500 retailers all over the world, selling contemporary and advanced contemporary clothing, shoes, accessories, and handbags.

How do trade shows and showrooms factor into the

movement to sell wholesale online?

Trade shows and showrooms will always be an integral part of the wholesale sales process. **Touching and feeling the product is critical, and building relationships with**

your reps is very valuable. JOOR enables those brands and showrooms to provide real-time information to buyers, providing even more customer service.

What are the tips for success on JOOR?

Networking is critical. JOOR encourages buyers to match with as many brands as possible. This allows buyers to be in tune with the market, allowing them to put the right product in their store, at the right time, and at the right price.

