

# A MOMENT WITH

## MONA BIJOR

Founder of online fashion network JOOR. Think of it as a dating site—for buyers and boutiques!

**How did you come up with the idea for JOOR?**



As a former buyer, I was constantly traveling and bogged down with paper, emails, and purchase orders. I had my

own system, but it wasn't nearly as efficient as it could have been. I dreamed of having a service where I could see all my collections and orders in one place.

**There's a perception in the industry that buyers are averse to technology. How have they responded to JOOR?**

I've talked with boutique owners all over the country, and they understand the power of technology and the need to embrace it to fuel their business.

The owners we work with are hungry to know how they can use social media to drive traffic to their stores, and can leverage a service such as JOOR to source the right product for their stores at the right time.

**Without face-time, how does JOOR keep things personal?**

A common misperception of technology is that it de-personalizes relationships. But on JOOR, buyers can chat with sales reps in real time and easily communicate back and forth on orders. Our mission at JOOR is to build a vibrant online community of reps and buyers that assists in facilitating a rich personal interaction.

**How many brand and retailers are currently on JOOR?**

About 7,500 boutiques, both brick and mortar and online, are on JOOR. About 85% are in the U.S. and Canada and 15% are international. Our international retailer base is growing the fastest.

