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Sportswear

As a buyer at Mimi Maternity and Ann Taylor, much of Mona Bijoor's time was spent rushing to showroom appointments, poring over line sheets and scouting emerging talent. She conceived of Joor, an online contemporary fashion network, "to eliminate multiple pain points such as line sheets and phone calls," she said. "This is a tool I wanted when I was a buyer.' Boutiques can use Joor to search for new designers, view collections and manage transactions. Designers can search for new boutiques and display their collections. Like an online dating service, brands and buyers must request a match before mutual access is granted. The site has 75 designers who pay an annual fee, which Joor declined to disclose, and 500 boutiques.