

JOOR: Changing the Way Fashion Does Business

Fashion may be all about change and newness, but when it comes to doing business, older business models often linger.

JOOR is a dynamic new company out to change how fashion does business. Founded one year ago, JOOR is a B2B private fashion network that recognizes where business increasingly takes place: online. Using a format similar to popular social media sites, JOOR connects brands and retailers in the women's contemporary market in a smart and efficient new way.

"The idea that there was no online wholesale channel for the contemporary fashion market was unbelievable to me," says JOOR's visionary founder, Mona Bijoor. "While most buying and selling occurs in the physical realm of trade shows and market weeks—where you can see and touch the product—it's not possible to see and touch everything. Brands don't really know how many boutiques are out there, and buyers don't have time to track down brands, especially exciting, new, and hard-to-find ones."

JOOR allows boutique members to browse collections, make purchases, and communicate on the network, and lets brand members share look books with their current clientele as well as research new markets.

Bijoor is a veteran fashion buyer and market strategist who's been on both sides of the sales channel. "Through my experiences I realized that there are

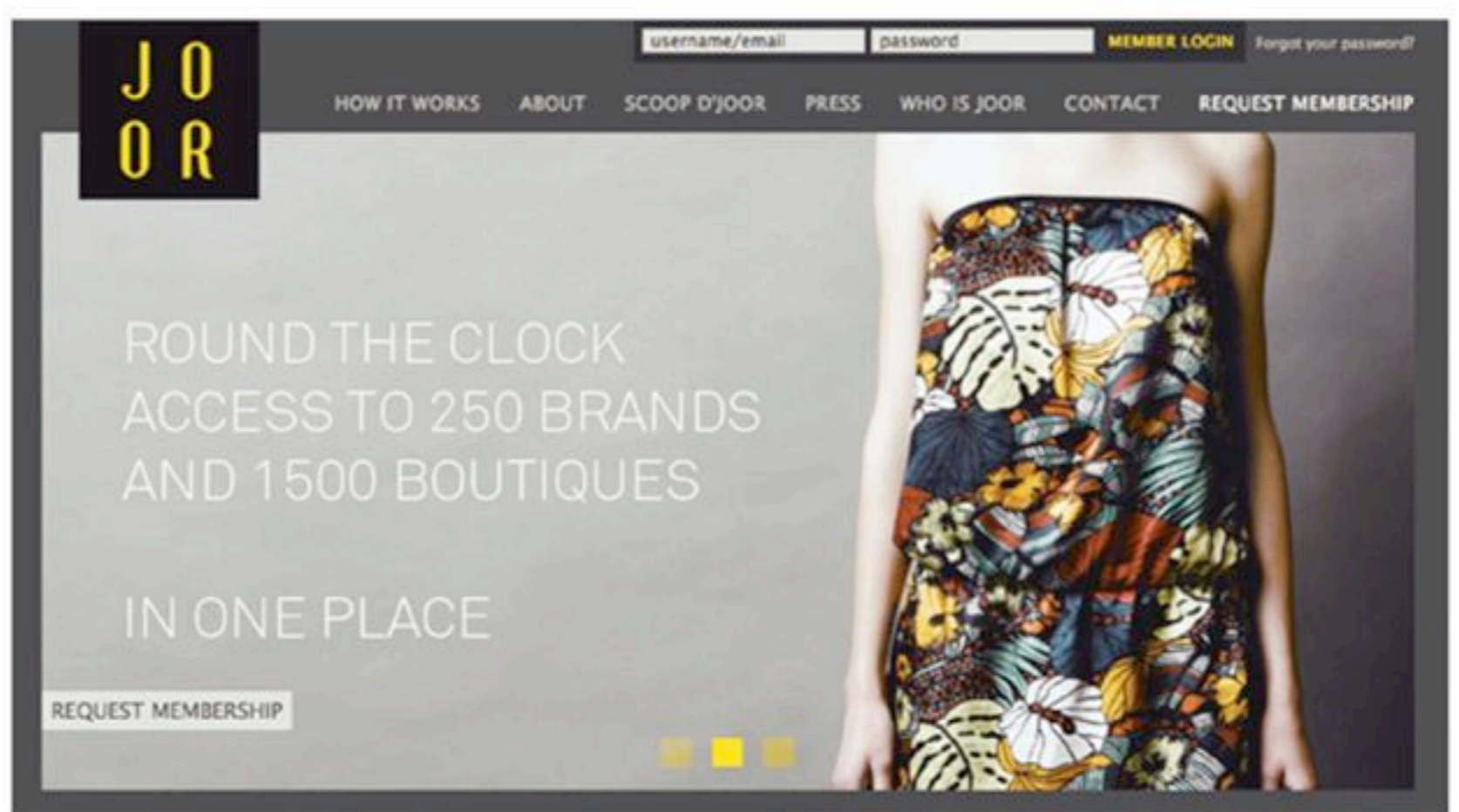


Mona Bijoor
JOOR Founder and CEO

are carefully screened, making JOOR very much a curated fashion network. The site also features fashion editorials, videos, and interviews

profiling the latest trends with commentary by industry experts.

Whether you're a brand or a buyer, JOOR just makes doing business easier.



Today, JOOR has 250 brand members and 1,500 boutiques. It is currently adding about 200 retailers per month and 20 brands. Buyers can join for free, while brands pay \$5,000 a year—a modest fee for the new business, time, and cost savings it provides.

JOOR has been carefully engineered to be as user friendly as possible. How does it work? Let's take a look:

Participating designers and buyers create their own customizable pages on JOOR. Designers upload company information, look books, and line sheets. Retailers create pages with information on lines carried, clientele, and images of their stores. To ensure privacy, brands and stores can request to be "matched" through the site before being allowed access to a collection. Once access is granted, stores can view collections, create "story boards" for buys, and process actual purchases in a standardized format.

The next step in the JOOR evolution, set to debut later this year, will be an e-commerce wholesale feature allowing buyers to place orders. "This next step will be exciting as it will allow buyers to place all their orders in one place," says Bijoor. JOOR is currently piloting online buying with a few brands



inefficiencies on both sides of the value chain," she says. "There's simply not enough time in the day to see everything and keep on top of all the new deliveries introduced in the marketplace."

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before it rolls out the feature to the entire network.

To learn more or request membership, visit jooraccess.com.

