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JOOR: Clicking With Boutiques and Brands

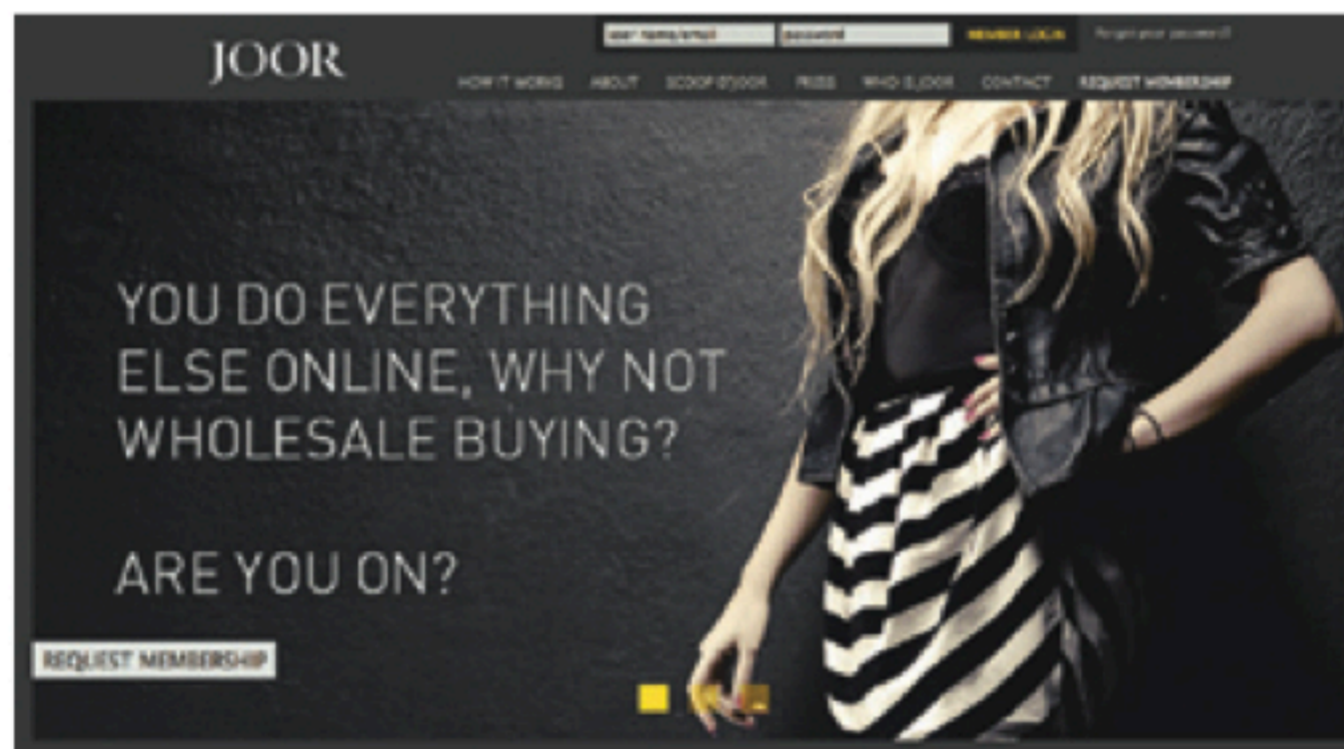
A boon for boutiques, JOOR is an online marketplace for wholesale fashion exclusively focused on the contemporary market. Founded by Mona Bijoor a year and a half ago, the site is the leader in connecting contemporary brands and boutiques.

"The market lends itself naturally to the JOOR concept," says Bijoor. From time spent in the field, she has a clear picture of JOOR's core clientele and their needs. Many boutique owners are tech-savvy young women balancing business and family life.

"The modern boutique is texting orders over the phone or emailing from their Blackberry," Bijoor says. "The challenge for these business owners is, how do I find the best product in the shortest amount of time without leaving my store? Boutiques are ready for our service. They see the value proposition of JOOR very clearly."

JOOR boasts more than 7,500 boutiques—both bricks-and-mortar and online stores—85 percent in the United States and Canada and 15 percent internationally.

JOOR's model has clicked with both sides of the fashion-buying equation, bringing the wholesale buying process online for the first time. Boutiques have easy-browsing access and connections to brands carrying exactly the kind of contemporary product they stock, while designers have an online forum for their collections and an arena to prospect for new



"I like being able to view line sheets at any time, so that I can get the information I need even when it's outside of office hours for sales reps."

—Jon Singer, Owner of Singer 22, New York

accounts. And, both can now easily keep track of orders placed.

Brands pay a fee to join the network, while boutiques sign up for free. Boutiques present customized pages showcasing their stores, their clientele, and the lines they carry.

But what strikes the boutiques, such as Solo Boutique in Alabama, is how easy JOOR makes the process. "JOOR is an amazing resource for me as buyer, mom, and store owner," says owner Tara Howell. "It consolidates my line sheets and look books, allowing me the luxury of reviewing or placing orders from the store, home, or on the road at my convenience."

New for the fall, boutiques will be able to search by style among their brand connections. Spring 2012 is already available on the site, and more brands are signing up each month, says Bijoor. "For every brand that joins, we empower their sales reps to strengthen their relationships with buyers via the site. It becomes an extension of the reps' customer service."

With the economy still on the rebound, the JOOR value proposition works for both large and small brands. With JOOR, boutiques and brand reps now have a new way to stay connected and strengthen their relationships, which are so critical to the buying experience.

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

JOOR