

JOOR



JOOR

X





01 Meet JOOR

JOOR is the
fashion industry's leading
Digital Wholesale Ecosystem
transforming the way brands
and retailers connect and
conduct business.



PRODUCT NAME
MFASAOO91
2 colors available



PRODUCT NAME
MFASAOO91
2 colors available



PRODUCT NAME
MFASAOO91
2 colors available



About JOOR

Industry leader founded in 2010, who **set the standard for digital wholesale** buying & selling

2.4M+

New brand/retailer
connections made

\$100+

Transaction volume

Vast global network of the **world's most discerning brands and retailers**

14,000

Brands in 53
categories

700k

Buyers in 150+
countries

Drive Sales & Profitability with JOOR



Increase Efficiency

Eliminate time-consuming manual processes and streamline your wholesale operations while reducing physical selling expenses

60%

reduction in order processing time*

80%

reduction in operational costs*



Accelerate Growth

Expand your distribution with new retailers and grow existing partnerships using intuitive tools and real-time data

94%

of brands generate more GMV from new clients acquired on JOOR per year than the cost of their JOOR membership

+29%

average wholesale sales growth for brands between year one and year two on JOOR

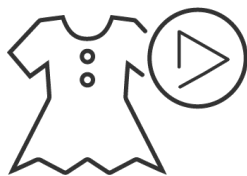
JOOR: Your End-to-End Wholesale Solution

Experience the convenience of managing your entire sales process in one platform

JOOR



1.
Identify &
Connect with the
Right Retailers



2.
Shoot Imagery
& Dynamically
Present
Collections



3.
Manage Orders
to
Drive Business
Growth



4.
Seamlessly
Send
Invoices



5.
Efficiently
Collect
Payments

JOOR Discover

JOOR Enable

JOOR Pay

The Choice of Premier Global Retailers

An agnostic solution allowing brands to work seamlessly with any retail partner

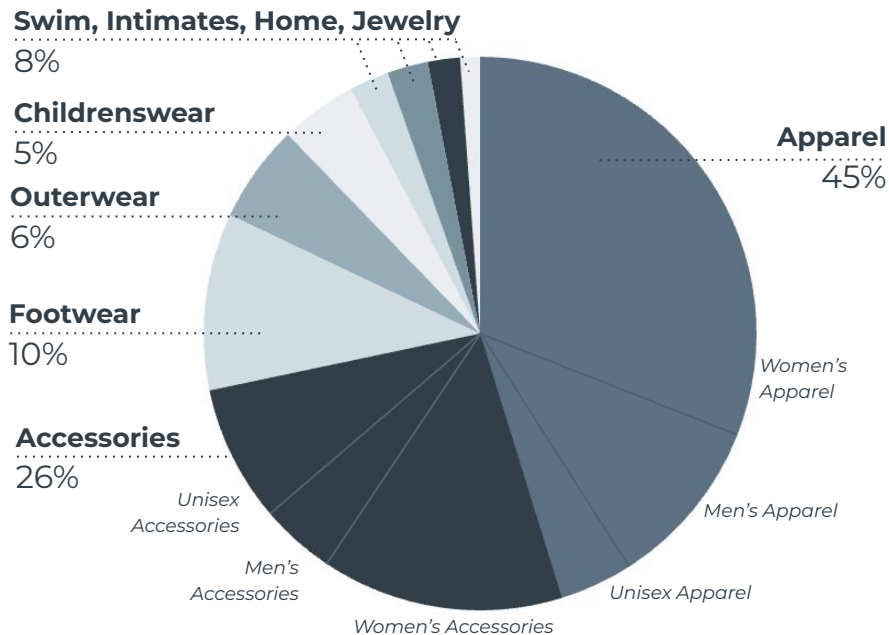
Top 10 Retailers by GMV	
1	NORDSTROM
2	<i>Neiman Marcus</i>
3	MYTHERESA
4	<i>Saks Fifth Avenue</i>
5	shopbop
6	NET-A-PORTER
7	<i>bloomingdales</i>
8	PRINTEMPS
9	REVOLVE
10	BEYMEN

Broad Network of Active Luxury Retailers Worldwide			
BERGDORF GOODMAN	SELFRIDGES & CO	HOLT RENFREW	
<i>Lane Crawford</i>	B breuninger	RINASCENTE	
level SHOES	HARVEY NICHOLS	DOVER STREET MARKET	BROWN THOMAS
	24S.com		
 SHINSEGAE	10 CORSO COMO	ANTONIOLI.	
LUISAVIAROMA	FRANZ KRALER	al duca d'aosta VENEZIA	
elysewalker	THE WEBSTER	HIRSHLEIFERS	

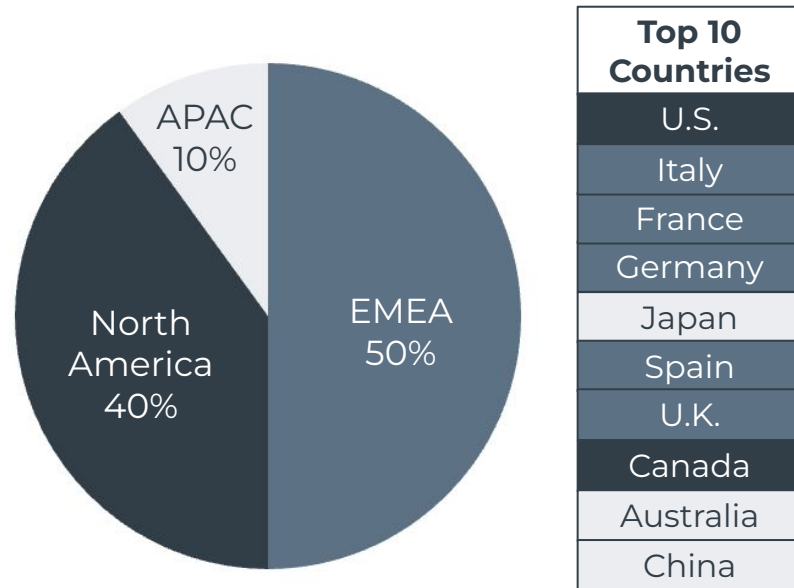
Vast Independent Retailer Network

Global network of discerning retail partners spans categories and worldwide markets

Retailer Count by Product Category



Retailer Count by Region

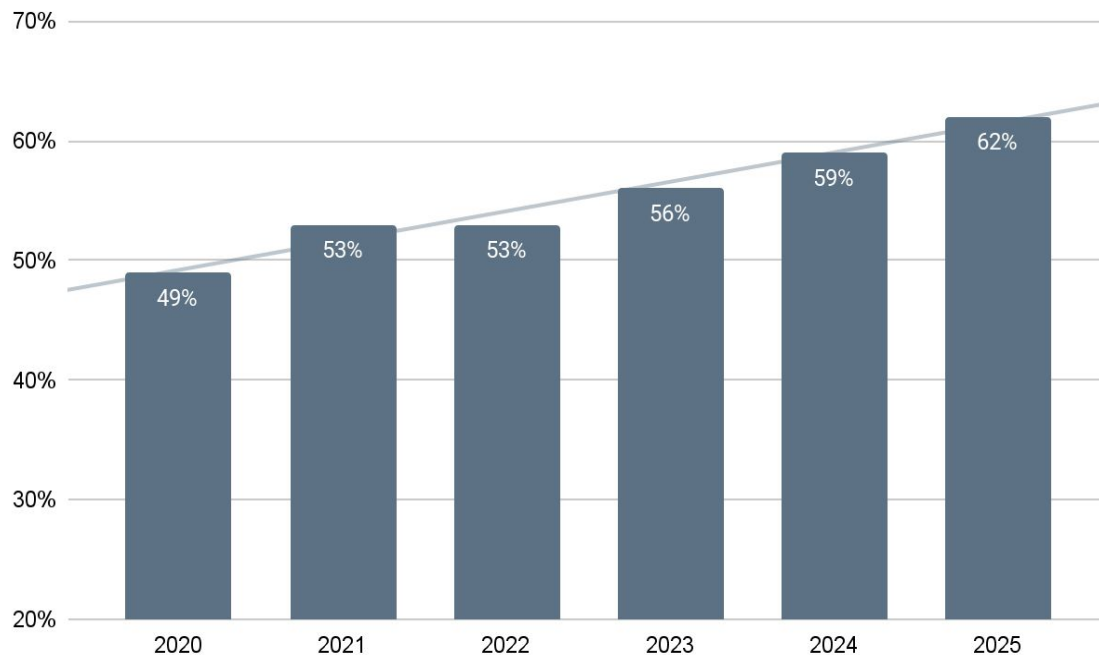


Top 10 Countries

U.S.
Italy
France
Germany
Japan
Spain
U.K.
Canada
Australia
China

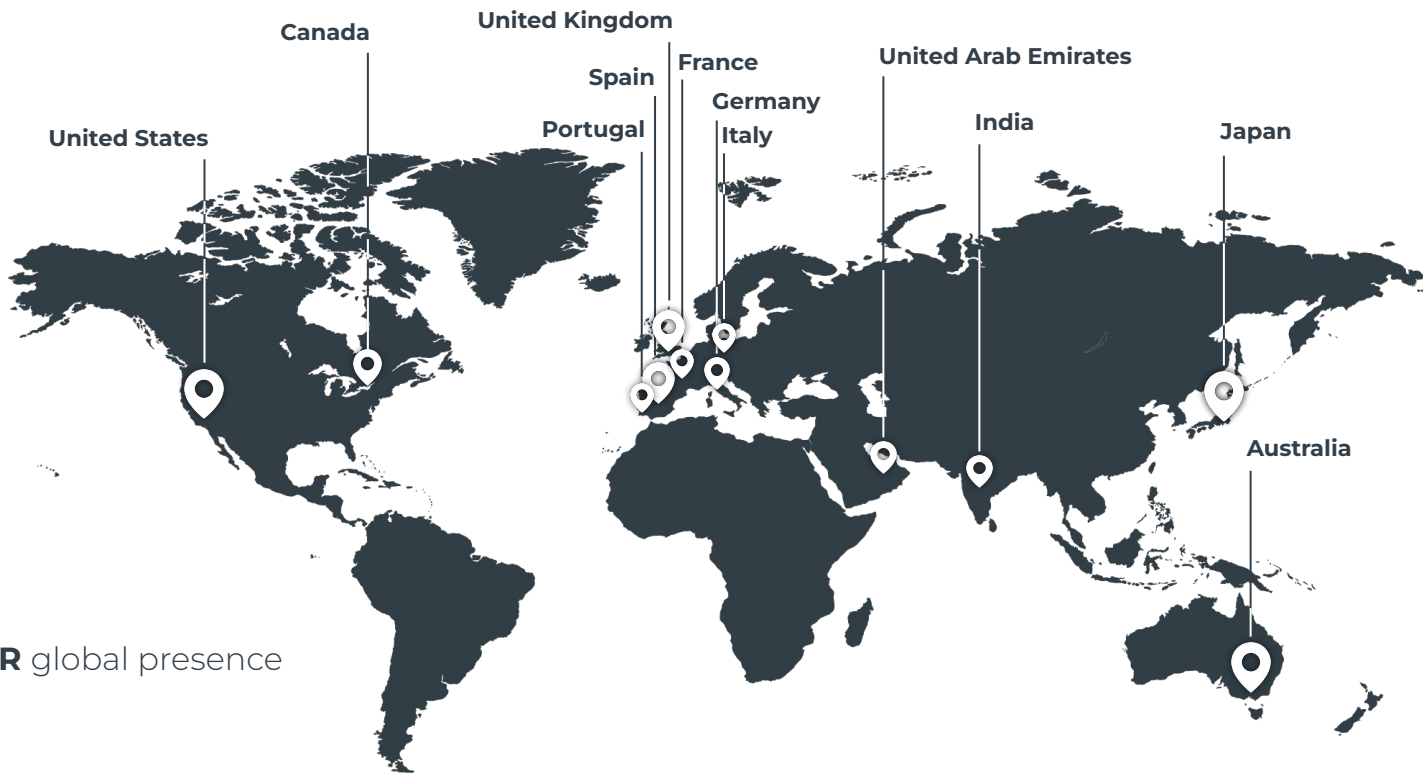
Independent Retailers Taking Market Share

From 2020 to 2025, the percent of total transaction volume on JOOR attributed to independent retailers has increased from 49% to 62%.



Support Your Global Business

Take advantage of customer support from anywhere in the world



Technology Driving Commerce

One unified ecosystem to seamlessly power every step of
wholesale buying and selling



Virtual Showrooms



In-person Selling with iPad App



Prospecting Features



Digital Events & Trade Shows



Digital Asset Production



Flexible Data Exchange



Order Management



ERP Integrations



Advanced Insights & Analytics



Payments & Financing



Free access for retailers to view and shop your collection





02 A Comprehensive Solution for the Entire Wholesale Process

Expand Your Distribution with JOOR Discover



Connect with the Right Retailers

Access our exclusive global network of vetted retailers to pinpoint ideal partners by viewing exclusive data and retailer information



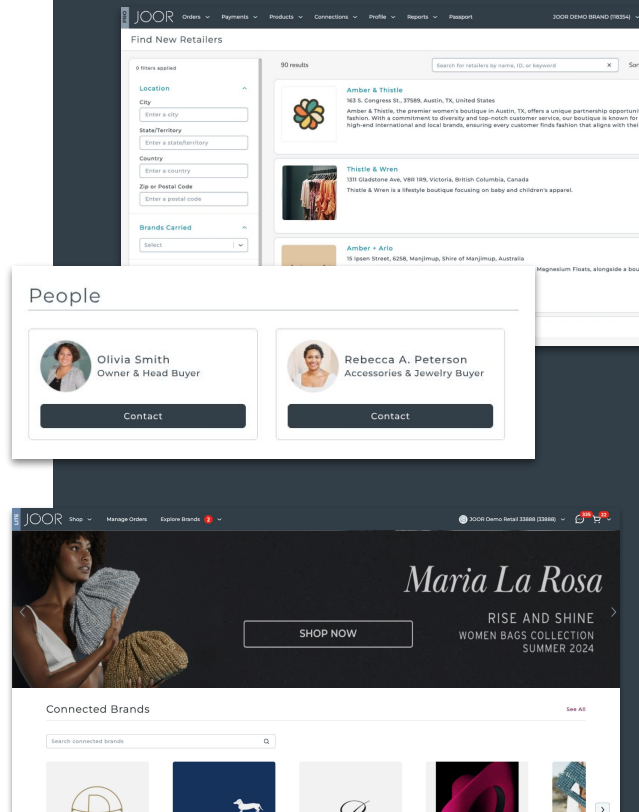
Grow Your Distribution

Scale your reach by using highly-visual outreach to streamline prospecting and convert new leads into long-term partners and consistent repeat business.



Increase Your Visibility

86x increase in profile visits and **25x increase in connection requests** from retailers through highly effective in-platform advertising placements



Drive Brand Awareness with JOOR Passport

✓ Get Discovered Immediately

Our **'New to JOOR' Passport Show** showcases the latest brands to join our network, putting you in front of retailers actively seeking new connections

✓ Expand Your Global Reach

Increase your brand's visibility to our exclusive network of retailers across 150 countries, with JOOR Passport reaching over 490K visitors to date

✓ Drive Year-Round Sales

Participate in our ongoing calendar of curated digital trade shows to continuously engage with buyers and drive sales all year long



Scale Your Wholesale Business

✓ Inspire Confident Buying

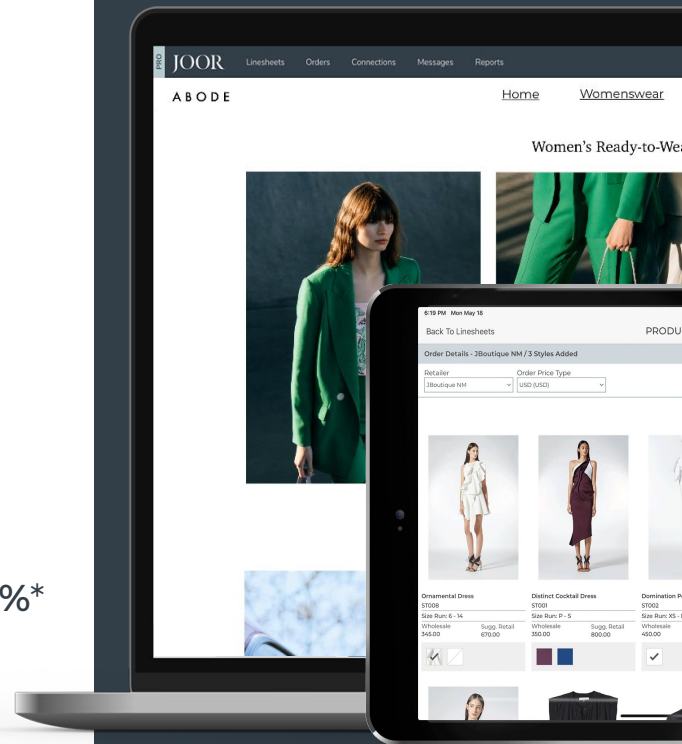
Customizable virtual showroom and tailored linesheets powerfully present your product and provide buyers with a hassle-free and streamlined shopping experience

✓ Simplify Order Management

Manage all your orders in one place and collaborate with buyers in real-time, **reducing order processing time by 60%***

✓ Streamline Your Wholesale Workflows

Achieve an **80% reduction in wholesale operational costs**, freeing up resources to focus on revenue driving activities*



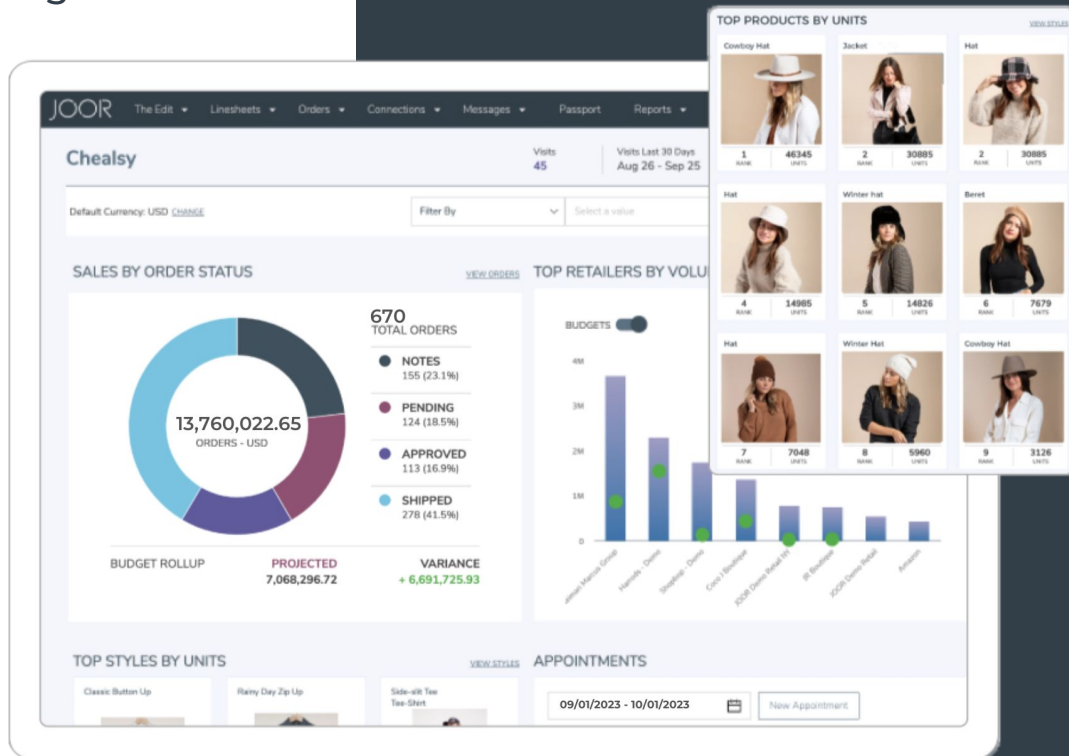
**As reported by client case studies*

JOOR

Make Smarter Decisions

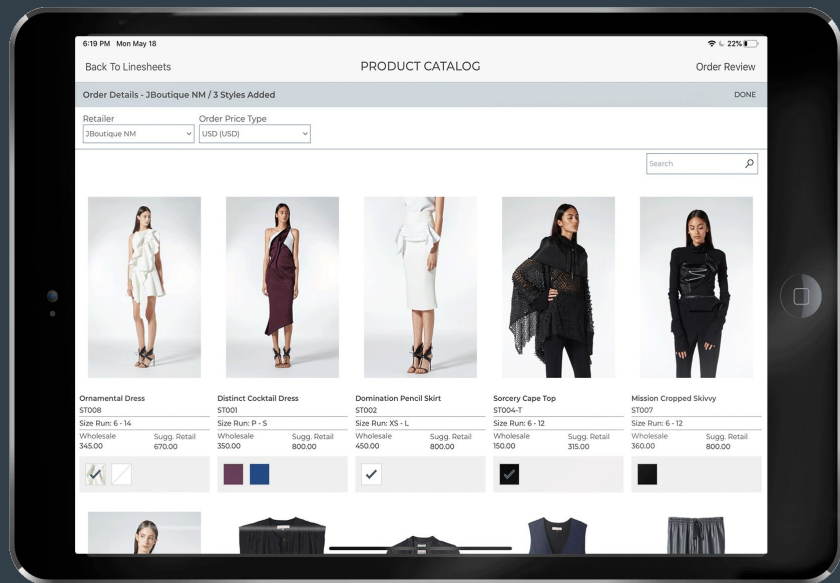
Through Actionable Real-Time Reporting

- ☑ **Surface Insights and Buying Trends**
Inform business decisions with real-time sales data
- ☑ **Save Time with Turnkey Reporting**
Visualize your business and easily generate custom reports
- ☑ **Uncover Opportunities for New and Repeat Purchase**
Optimize sales across products, seasons and geographies



The JOOR iPad App

Supporting both **in-person** and **virtual** business



01 Sell from anywhere
take orders both offline (no wifi required) and online

02 Eliminate waste & inefficiencies
go digital: no more pen and paper order forms at the tradeshow or showroom

03 Extend access to your entire collection
show your entire collection without shipping it to a physical event

04 Seamlessly take and edit orders
editing orders is simple, plus capture deposits at the physical event with JOOR Pay

05 Leverage scanning capabilities
scan Universal Product Codes using the iPad camera or scanners

Simplify Payments with JOOR Pay

☑ Improve Cash Flow

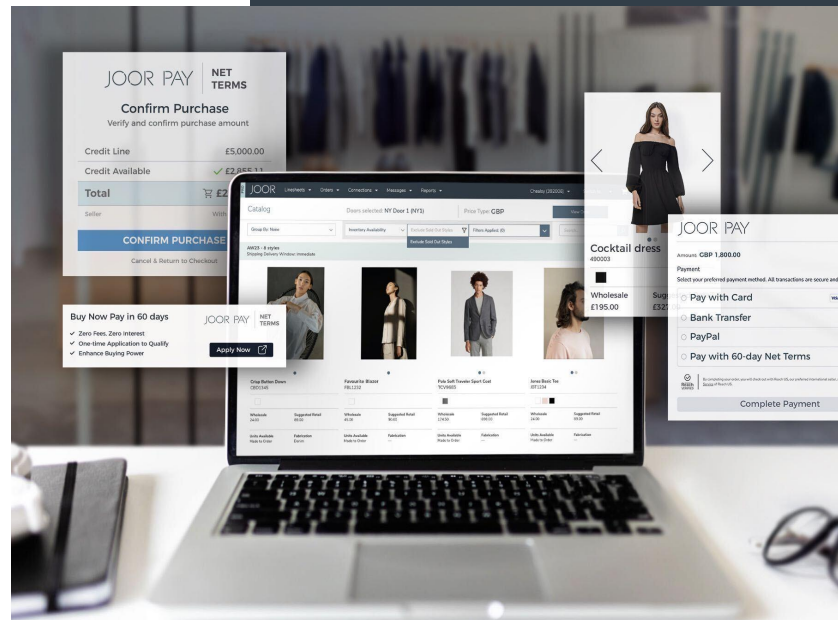
Brands using JOOR Pay **get paid 19 days faster**

☑ Save Time & Money

Brands using JOOR Pay **spend 80% less time on payment collections**

☑ Streamline Payments Collection

Brands using JOOR Pay benefit from managing payments all in one place





03 Why JOOR?

Benefits of Joining JOOR

01 Deliver elevated buying experiences
whether in-person or remote

02 Grow your wholesale business
and gain new connections with our global network of vetted retailers

03 Increase efficiency and cut costs
by digitizing your wholesale process

04 Improve decision making
with data-driven insights, helping uncover trends and new sales opportunities

05 Streamline your wholesale process
with an agnostic platform that makes it easier to work with any buyer, in any system

Delivering Valuable Results



Loake
SHOEMAKERS

20% increase
in reorders



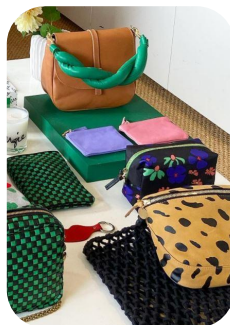
ZULU & ZEPHYR

7x faster speed
to production




Arms Of Eve

129 new retail partnerships
and **3x business growth** in
first year on JOOR



Clare V.

10x faster invoice
processing with
JOOR Pay





Thank You

Case Studies

Case Study: Belstaff

Belstaff Reduces Operational Costs by 80%

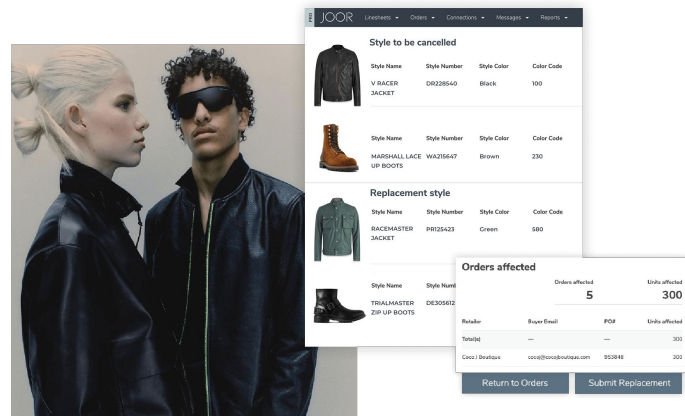
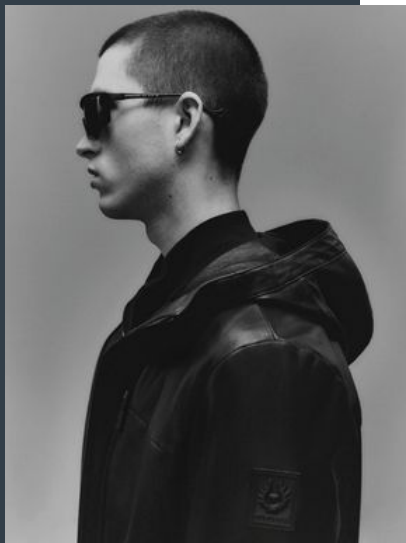
Belstaff's partnered with JOOR to **enhance their operational efficiency and improve transparency** across different teams and regions

Increased Team Efficiency: Reduced wholesale operations workload from 5 people to 1 person managing orders

Time & Cost Savings: Significant reduction in data entry, faster order processing, and improved demand forecasting and resource allocation

Enhanced Order Visibility: Real-time order visibility into operations across different regions and teams

Improved Retailer Shopping Experience: Service all 393 retail partners across 20 countries with 828 doors in various time zones and languages



“Implementing JOOR has been transformative for Belstaff, **leading to an extraordinary 80% reduction in operational costs**. This platform has streamlined our processes significantly, allowing us to focus resources more strategically and achieve remarkable efficiencies across our entire organization.”

- Daria Gulai,
Senior Wholesale Assistant Merchandiser at Belstaff

Case Study: Loake

Loake Increases Reorders by 20% with JOOR

Loake Shoemakers sought a solution to improve the effectiveness of their relationships with their wholesale customers. They found the perfect answer in JOOR, the world's leading B2B digital wholesale platform:

Streamline Order Placement: JOOR's user-friendly interface improved Loake's customer experience and expediting transactions

Enhance Brand Presentation: Through JOOR's Virtual Showroom, Loake solidified its position as a trusted and premium brand in the eyes of global buyers

Attract Repeat Business: Using JOOR strengthened Loake's retailer relationships, resulting in a **remarkable 20% increase in re-orders**



“ Since harnessing the power of JOOR, **our refill orders have skyrocketed by an astounding 20%**. JOOR's seamless user experience and effortless order placement have become the backbone of our thriving relationships with retail customers.”

-Tom Turton,
Wholesale Sales Manager at Loake

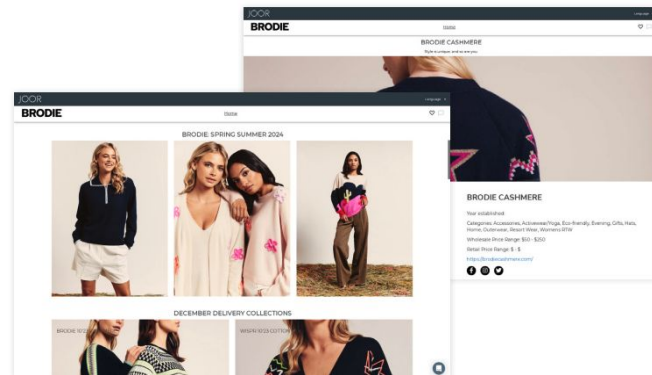
Case Study: Brodie Cashmere

Brodie Cashmere Improves Wholesale Buying with JOOR's Virtual Showroom

Brodie Cashmere harnessed JOOR's wide global network to **quickly connect with their retail partners worldwide**

JOOR revolutionized Brodie Cashmere's ordering process, **reducing the time to create a customer profile from an entire day to just five minutes**

JOOR's robust analytics helped them gain valuable insights needed to **improve their inventory planning, production decisions, and even their design choices for upcoming collections**



“JOOR was a perfect match for us. **99% of our retail partners were already JOOR users.** It was a natural fit, seamlessly aligning with our existing wholesale operations. We were able to **integrate quickly and begin working with our buyers instantly thanks to JOOR's incredibly wide global network.**”

-Emilia Malyon,
Wholesale Marketing Manager at Brodie Cashmere

Case Study: Absolute Cashmere

Absolute Cashmere Expands Global Wholesale Operations with JOOR

Managing wholesale operations for its 2,000 retailers across the world became a challenge for Absolute Cashmere.

JOOR optimizes their wholesale processes from in-person meetings to order management and global expansion strategies:

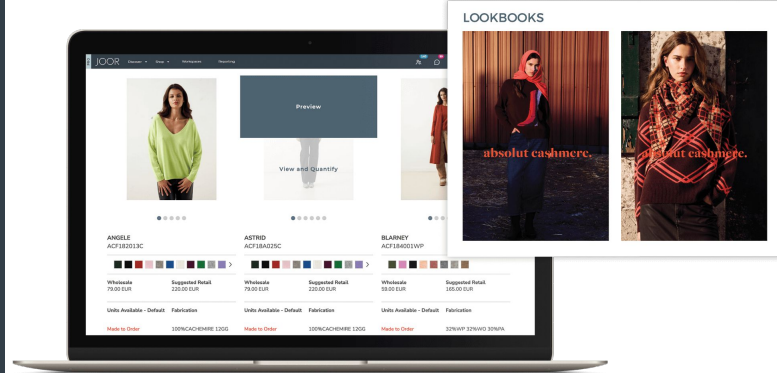
Efficient Reporting: Reduced sales report creation time from a week to one minute

Instant Transactions: Real-time order placement at showrooms

Global Coordination: Seamless syncing of orders across 32 showrooms in 25 countries

Virtual Inventory Access: Global accessibility to their entire inventory through JOOR's virtual showroom

Rapid Onboarding: Create new customer records in two minutes, enabling immediate order placement



“

Case Study

absolut cashmere.

"JOOR is the elite fashion wholesale platform used by the best global luxury brands. It's great for our brand DNA because we are seen on the same level."

Brand Manager at Absolute Cashmere



JOOR

Case Study: Erdem

Erdem Reduces Order Processing Time by 60% with JOOR

As Erdem's wholesale business expanded to over 170 retailers, including Bergdorf Goodman, Saks Fifth Avenue, Selfridges, and Le Bon Marche, **JOOR became the catalyst for optimizing Erdem's wholesale business:**

All Orders in One Place: View all outstanding and approved orders

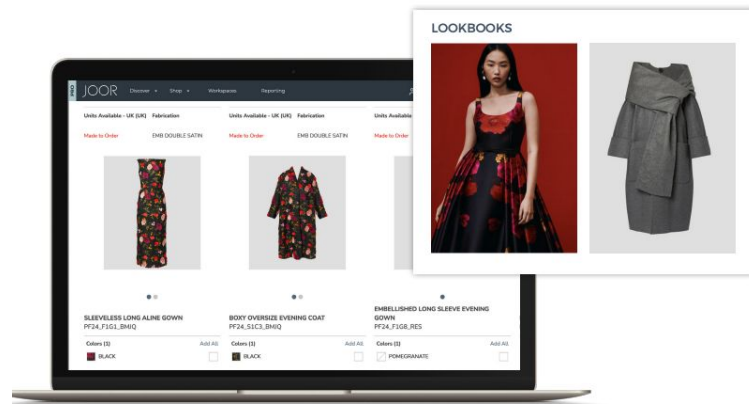
Smooth Online Shopping Experience: Give buyers an intuitive shopping experience when browsing linesheets with add-to-cart functionality

Streamlined Collaboration: Collaborate on orders across teams and buyers

Real-time Order Edits: Make updates to orders with just a few clicks and automatically have these changes synced across the entire organization

Seamless ERP Integration: Seamless connection to ERP partner Zedonk, improving data accuracy of customers, styles, linesheets, orders, and inventory

Reduced order processing time by over 60%: Significantly decreased time spent working on orders

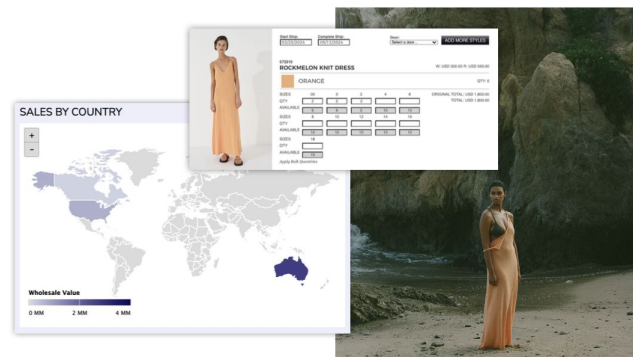


Case Study: Zulu & Zephyr

Zulu & Zephyr Leverages JOOR to Drive Business Growth Through Improved Demand Forecasting and Multi-Channel Assortment Planning

JOOR not only streamlines Zulu & Zephyr's business operations but also empowers them to make informed decisions, enhance their product offering, and effectively grow their business:

- 7x faster speed to send orders to production
- Easy and effective assortment planning for their DTC channels
- Advanced reporting and analytics:
 - Enhanced filtering by region, retailer, and product
 - Real-time sales and production reports
 - Accurate demand and trend forecasting
 - 38% increase in SKU depth of dresses
 - Dress penetration grew to 20% season on season



“JOOR became our source of truth for all our product information. We were able to easily upload all our product images, style information, and sizes to JOOR and then export it to use in our ecommerce shopping experience on Shopify. This innovation not only saved us time but also made sure our offering was aligned across wholesale and DTC channels.”

Mel Colman, General Manager at Zulu & Zephyr

