

Authentic American Resort Wear Brand partners with JOOR

to create standout wholesale market experience

Our client is well-known for their palm-beach inspired, vibrant prints and quintessential shift dresses. Along with women's clothing, the brand produces children's clothing, footwear, accessories and bedding to both independently owned shops and numerous major department stores.



CHALLENGE:

The brand does 85% of its business with independent specialty retailers. Prior to COVID, the brand relied on regional showrooms and ran live presentations--in hotel ballrooms or similar venues--to present new collections to groups of about 70 retail partners at a time. When the pandemic struck, The brand's large number of independent retailers and the size of its collections precluded one-on-one virtual appointments as an alternative to these in-person launches.



SOLUTION:

The brand turned to highly engaging branded webinars--consisting of live and recorded content--to present collections to groups of approximately 100 buyers at a time. Starting with Resort and Spring 2021, buyers placed orders online with JOOR in accordance with a deadline, with an 80% compliance rate. With only a short educational guide, the brand's buyers were able to successfully place their orders both digitally and independently--and buyers preferred the new virtual market to the old. Using this combination of virtual education and online order management allowed the brand's sales team to exceed their sales goals for both Resort and Spring 2021.

Moving forward, the brand's Head of Sales foresees launching collections during the brand's four annual markets in a fully virtual way. ***"The new online model gives our account reps more time to study the particular needs of each outlet, to review each one's reporting, make sure they are not overspending, and provide a truly curated recommendation--tailored to the market of the particular business in question. Looking forward, we plan on using The Edit--a feature that helps brands and retailers collaborate on styleboards in real time and get to final curations fast."***



RESULTS AND BENEFITS:

- ***Dedicated one-on-one time.***

When using the old in-person process, reps lacked focused time with individual buyers. The new online model however has given them high quality, undistracted connection via video call, which they use to understand the individual priorities and needs of each partner--as well as to answer questions, provide curated recommendations, and truly maximize each partner's buy.

- ***More meaningful dollars.***

Although sales under the new process have exceeded expectations, they've done more than just boost present-day earnings. Because orders have come from a place of focused discussion and individualized curation, they are able to serve as a more accurate reading of partners' direction--and provide reps a chance to give strongly branded merchandising recommendations that improve sell-through.

- ***Easy transition for retailers.***

Even though many of the brands' specialty retail partners are not 'tech savvy,' they expressed a lot of enthusiasm for the new ordering process and have an adoption rate of 100%. Independent retailers appreciate being able to attend presentations and place orders online--which minimizes time away from their businesses; they describe the virtual market as "super efficient" and remark that "the amount of time saved with JOOR can't be calculated."

- ***Buying confidence.***

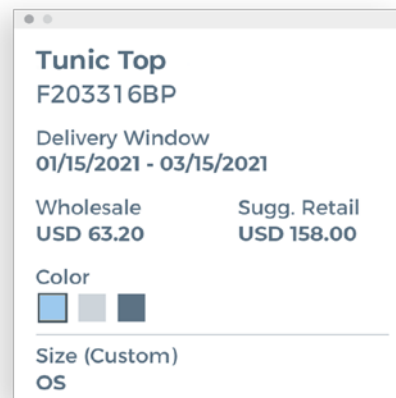
The high-quality of the JOOR-hosted photos and video, as well as JOOR's robust presentation options, successfully communicated 'look and feel' and drove orders.

- ***Greater operational efficiency.***

Getting all orders in digitally--and at the same time--gave the brand the capability to do more faster with their analytics, such as the ability to chase popular styles as they oversold.

- ***Time and financial savings.***

The previous market model required team members to travel, pay hospitality expenses, and spend 13 hours+ daily on the showroom floor. The new virtual alternative called for significantly less investment of hours and funds, and delivered sales that exceeded expectations.



Interested in creating a virtual showroom for your brand?
Visit resources.joor.com/virtualshowroom to see it in action.