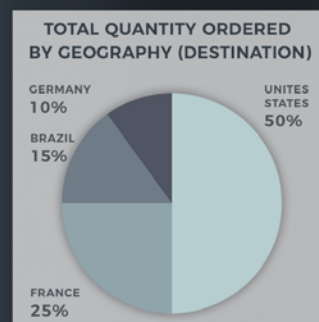
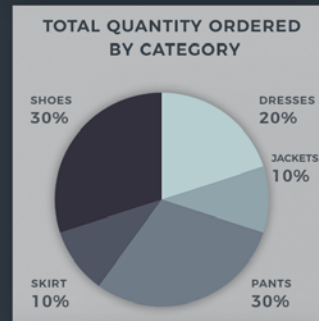


# HOW BRANDS AND RETAILERS ARE **APPROACHING** MARKET THIS FALL



# JOOR

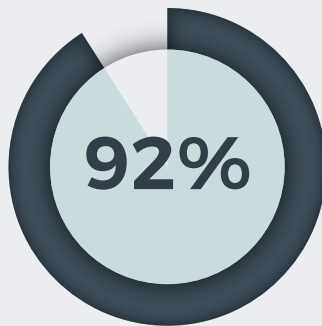
# BACK TO BUSINESS

*Brands and retailers are both looking forward to the upcoming market season. They will be out in full force to present and purchase Spring 22 collections.*

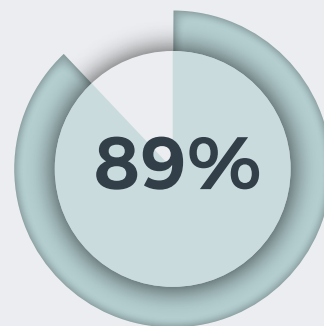


## Brands

Have Product to Show



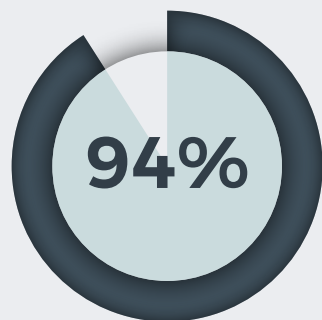
of surveyed brands will present collections this fall



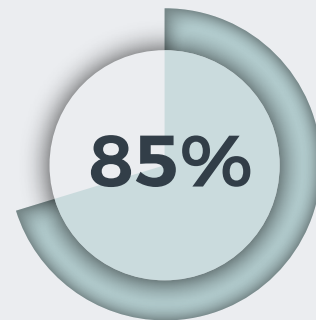
will be showing new styles this season (whether a full-collection or capsule)

## Retailers

Have Shelves to Fill



of buyers will be attending market this fall, a slight increase from last season



currently have less than half their assortment as carryover, indicating an interest in new product

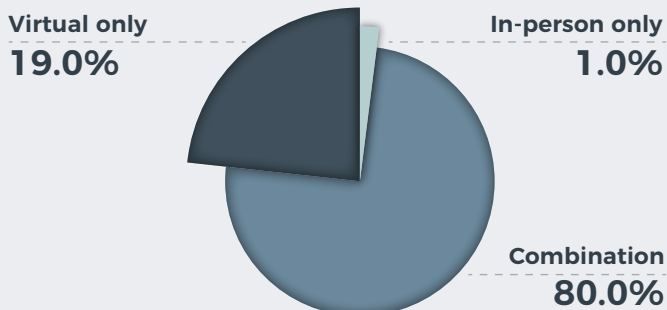
# HYBRID IS THE NEW NORMAL

*While we are starting to see the return of in-person selling, this continues to be complemented by virtual capabilities. In fact, the percentage of brands and retailers choosing a combined approach has increased from last season to this season.*

*JOOR recognizes the importance of this hybrid model and supports both virtual selling via our desktop platform and in-person appointments via our iPad and mobile apps. We recently introduced custom QR codes to even more fluidly facilitate the connection between physical and digital.*

## The Industry Remains Committed to Virtual Selling this Fall

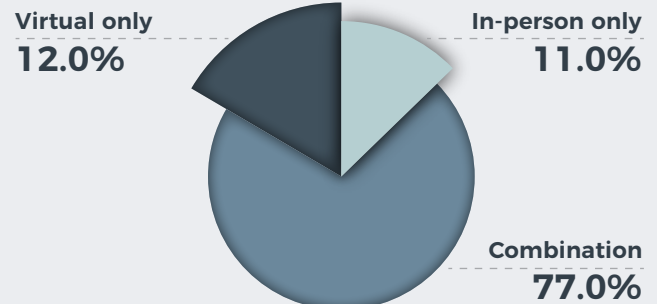
### Brands



**99%** of brands will be using virtual selling, with

**19%** still committed to a fully-virtual market

### Retailers



**89%** of retailers will be using virtual buying, with

**12%** conducting only virtual appointments this season

**BRANDS WHO ARE  
HOSTING IN-PERSON  
APPOINTMENTS**

**84%**

will do so in their showrooms

**37%**

returning to tradeshow

# ON THE ROAD TO RECOVERY

*We are encouraged that brands and retailers are continuing to bounce back from these challenging times and recover their pre-pandemic levels of business.*



Almost half **49%** of brands have achieved sales volume that is even with or greater than pre-pandemic – a significant lift from the **42%** recorded as we approached summer market







Great to see that **48%** of buyers are back to having open-to-buy budgets equal to or greater than pre-pandemic levels – a positive trend from the **42%** recorded as we approached summer market

In fact, **20%** of buyers will be spending more in market this fall than they did at this time in 2019



### View and Quantify




#### Floral Top

264003



Delivery Window  
04/15/2020 - 05/15/2021


Wholesale USD 223.75	Sugg. Retail USD 895.00
-------------------------	----------------------------

Color  


Sizes  
32, 34, 36, 38, 40, 42, 44, 46, 48

[+ Style Details](#)

Order Warehouse  USA 

Warehouse Delivery Date  
Available to Sell 

**Bulk** **Sized**

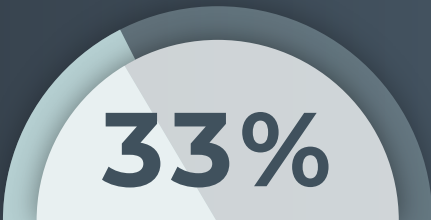
	32	34	36	38	40	42	44	46	48	Quantity
Price										
<input type="checkbox"/> Brown	0	0	0	0	0	0	0	0	0	0
Units Available	2000	2000	2000	2000	2000	2000	2000	2000	2000	
Total	0	0	0	0	0	0	0	0	0	0

[Back to Catalog](#) [Add to Order](#)

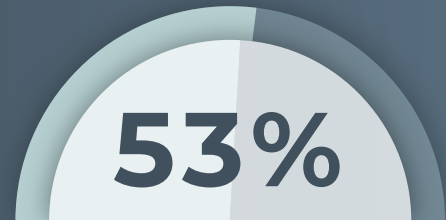


# FLEXIBILITY IS CRITICAL FOR SUCCESS

*When operating in a changing environment, maintaining flexibility and shortening lead times can play a key role in meeting consumers' needs. As such, retailers are looking to place orders closer to delivery and brands are updating their calendars to accommodate.*



of brands will lengthen their selling window to accept orders closer to delivery



of buyers anticipate extending their buying window by placing orders later in the season



# WHAT DRIVES DISCOVERY

*Spring is a time of rebirth, and the industry is certainly looking for newness in Spring 22 collections. Buyers are interested in discovering brands that can deliver something new on their selling floor. In fact, the number of new connection requests between brands and retailers on JOOR was +49% in the first half of 2021, and JOOR Passport has become a key resource for identifying new talent.*

**88% of buyers surveyed have a medium or high interest in discovering new brands at this moment** – an increase from 85% last market season

The leading driver for discovery is the desire to **offer consumers something different**, followed by **keeping up with trends**.

That said, retailers are expressing increasing interest in **sustainability** (31% vs. 28% last season), **diversity** (24% vs. 20% last season) and **sourcing products at a lower price point** (25% vs. 18% last season).

Low

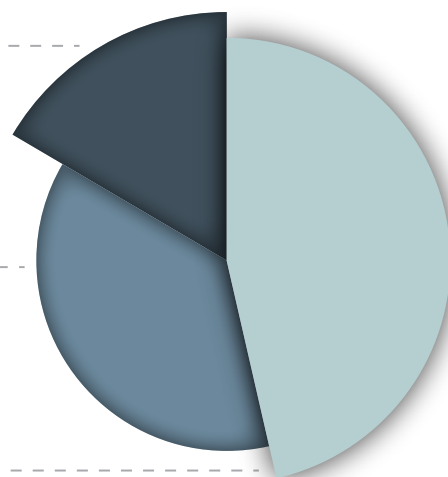
12.0%

Medium

41.0%

High

47.0%



For more information about JOOR's industry-leading digital wholesale platform, [request a free consultation today](#).

joor.com