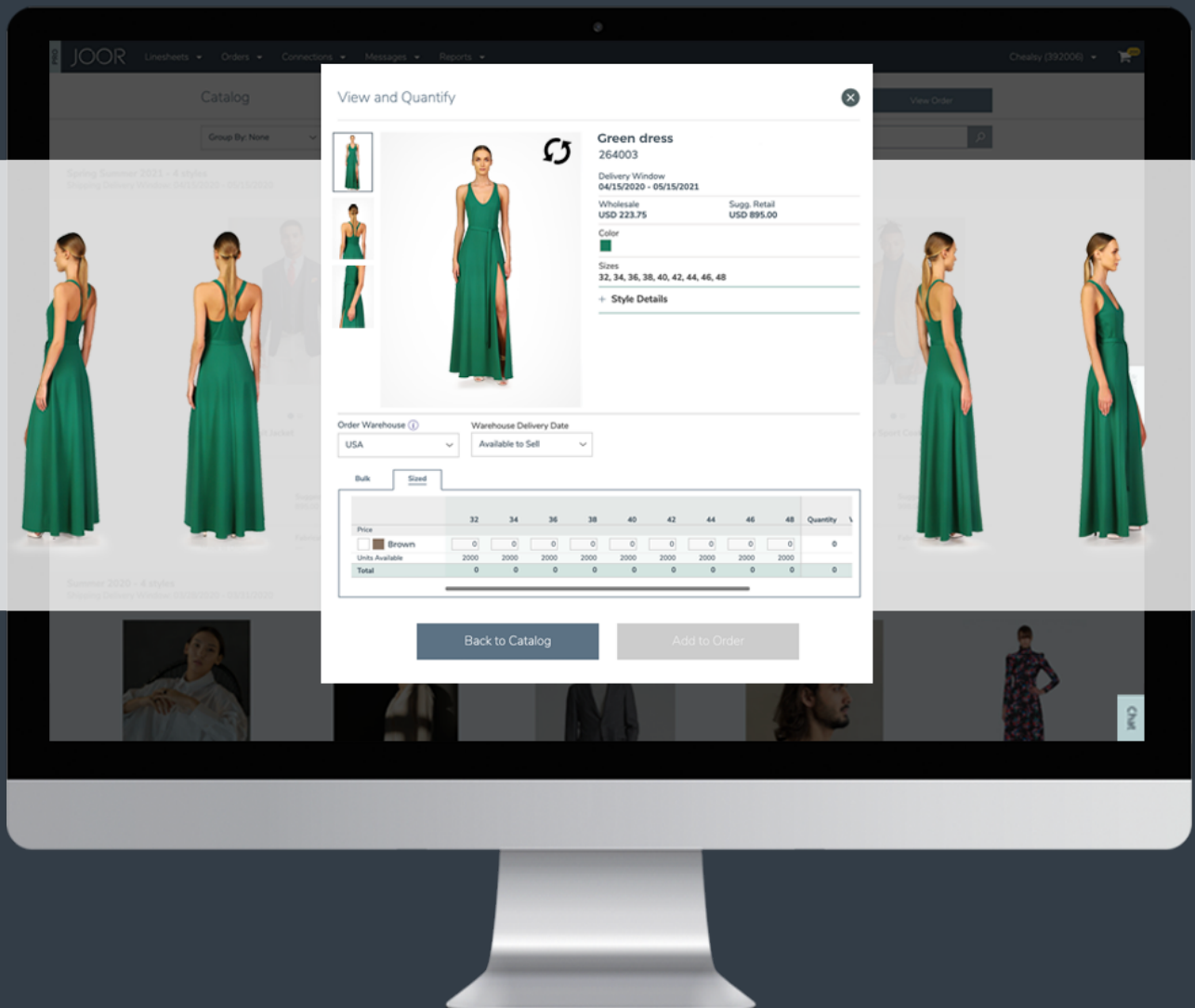


# HOW BRANDS AND RETAILERS ARE **APPROACHING MARKET** THIS SUMMER



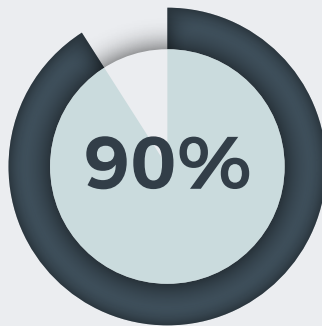
# JOOR

# WE'RE COMING BACK, BABY.

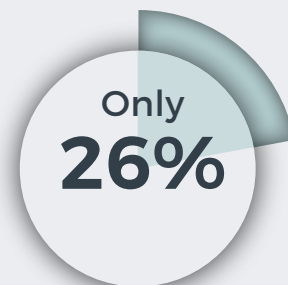
*It is uplifting to see that retail is back in business. Brands have been working hard on their collections and retailers are eager to see them.*

## Brands

Have New Product to Show



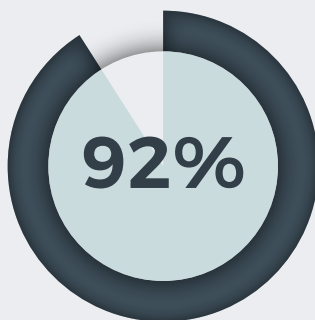
of surveyed brands  
will present new collections  
over the summer



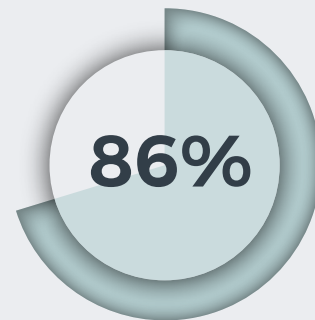
will show a Resort/Pre-Spring  
collection, with most jumping right  
to Spring/Summer 2022

## Retailers

Have Shelves to Fill



of buyers will be attending  
market appointments over  
the summer



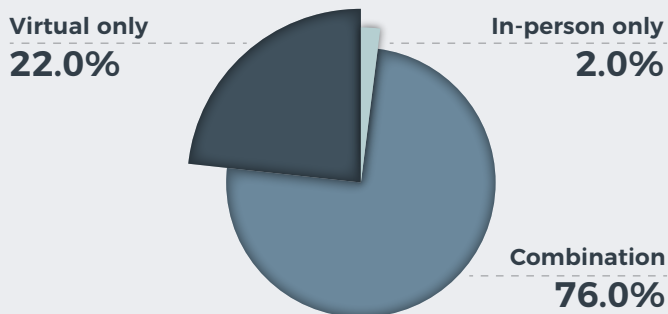
currently have less than half of their  
assortment as carryover, indicating an  
interest in new product

# BUT WILL IT BE LIKE OLD TIMES?

*JOOR supports both virtual selling and in-person appointments via our iPad and mobile apps, and the industry will be using both approaches this season. While we are starting to see the return of in-person selling, almost all Brands and Retailers will continue to leverage virtual as well.*

## The Vast Majority of Brands and Retailers Will Be Using Virtual Selling this Summer

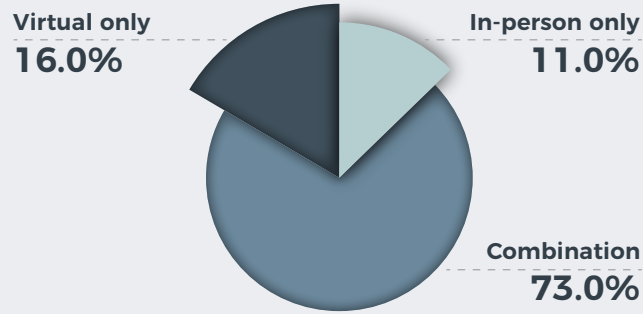
Brands



**98%** of brands will be using virtual selling

**22%** still committed to a fully-virtual market

Retailers



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

**16%** conducting only virtual appointments this season

## BRANDS WHO ARE HOSTING IN-PERSON APPOINTMENTS

**80%** will do so in their showrooms

**42%** returning to tradeshows

# POSITIVE SIGNS AHEAD

*We knew it wouldn't be fast or easy, but we are encouraged to see Brands and Retailers recovering to pre-pandemic levels of business.*



Almost half **42%** of brands have achieved sales volume that is even with or greater than pre-pandemic



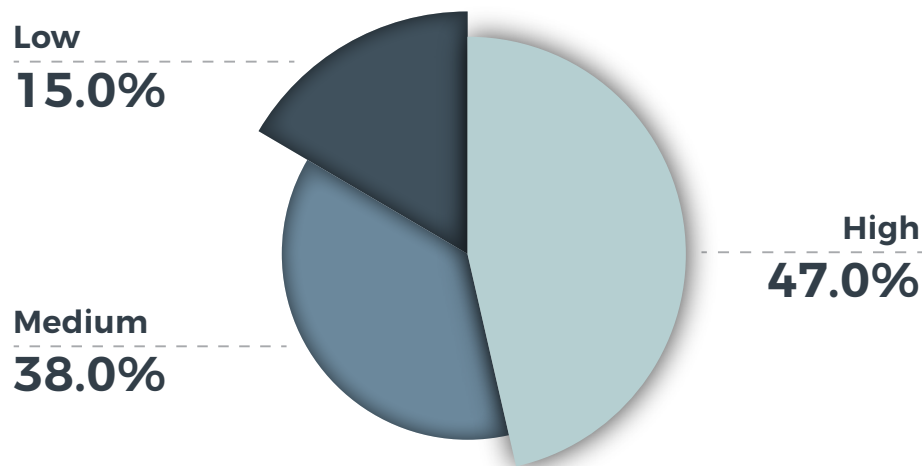
Great to see that **45%** of buyers are back to having open-to-buy budgets that are equal to or greater than pre-pandemic levels, with **20%** spending more than they did at this time in 2019



# LOOKING FOR SOMETHING NEW

*Rather than just relying on familiar resources, buyers are in search of exciting product and eager to discover new brands. We see this playing out on JOOR, as the number of new connections made between brands and retailers in 2021 is +40% YoY. Buyers are turning to our marketplace and JOOR Passport as a resource to discover exciting new brands.*

**85% of buyers surveyed have a medium or high interest in discovering new brands at this moment**



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

That said, **28%** of retailers are specifically seeking **sustainable** products and **20%** are looking for **diversity**.

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

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