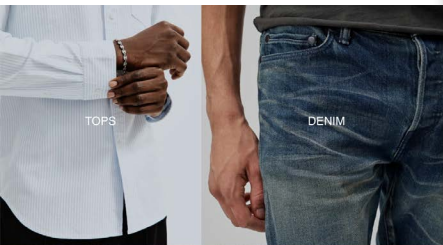


ANY 3 CDs \$19.99
 EQUIPMENT, CELL PHONES, PAGERs and EQUIPMENT
 WHY PAY MORE PRICES?
 SUPER SPECIAL MOTOROLA BRAND PAGER \$39.95

How Men's Retailer **e>olve** Finds New Brands and Why **JOOR** is Their Preferred Wholesale Platform



Evolve Clothing Gallery, a men's fashion boutique in Somerville, New Jersey, has been selling contemporary menswear since 2012 - including brands such as A.P.C., Corridor NYC, Reigning Champ, thisisneverthat, and Lite Year. Many people were skeptical that a high-end menswear store would flourish in a town with a population of less than 13,000, but RanD Pitts, Owner/Chief Stylist of Evolve, had a vision: "To bring Soho [in New York City] to Somerville." And that is exactly what he did. Twelve years later, Evolve's business is still going strong locally in Somerville, with the retailer receiving sales from across the country as well through their ecommerce site.



JOOR Shop Manage Orders Discover My Connections Manage Profile Evolve Clothing Gallery (188187)

Catalog Doors selected: EVOLVE CLOTHING GALLERY Minimums Required USD - USD Default View Order

Group By: None Sort By: None Filter By Select a value Filters Applied: (0) Search

FRIZMWORKS SUMMER 24 - 161 style(s) Shipping Delivery Window: 05/15/2024 - 07/31/2024

Image	MIXED PATCHWORK SHIRT - BURGUNDY FZW2024SSST051	MIXED PATCHWORK SHIRT - MIX FZW2024SSST052	TIGER HAWAIIAN HALF SHIRT - GRAY FZW2024SSST048	TIGER HAWAIIAN HALF SHIRT - NAVY FZW2024SSST049
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Wholesale	Suggested Retail	Wholesale	Suggested Retail	Wholesale
Units Available - Default	Fabrication	Units Available - Default	Fabrication	Units Available - Default
Make to Order	COTTON	Make to Order	COTTON	Make to Order




But for many small business owners opening their first store, finding success can be a struggle. Understanding your audience and identifying the right brand partners is critical; however successful partnerships can fail if a brand saturates the market or fails to maintain its initial allure. On the brand side, it can be challenging to catch the attention of discerning retailers like Evolve, who maintain highly curated assortments. Navigating the wholesale buying and selling process can also present its own set of obstacles for both brands and retailers, from coordinating orders across different time zones to managing the complexities of in-person versus online ordering.



In this exclusive interview, Pitts shares how he overcame these challenges and turned his dream of bringing sophisticated menswear to suburban Somerville into a reality. Through this discussion, Pitts provides a rare peek into the inner workings of a boutique's fashion wholesale operations and offers words of wisdom to both brands and retailers.

View and Quantify



MIXED PATCHWORK SHIRT - BURGUNDY
FZW2024SSST051

Delivery Window
05/15/2024 - 07/31/2024


Wholesale Sugg. Retail

Color

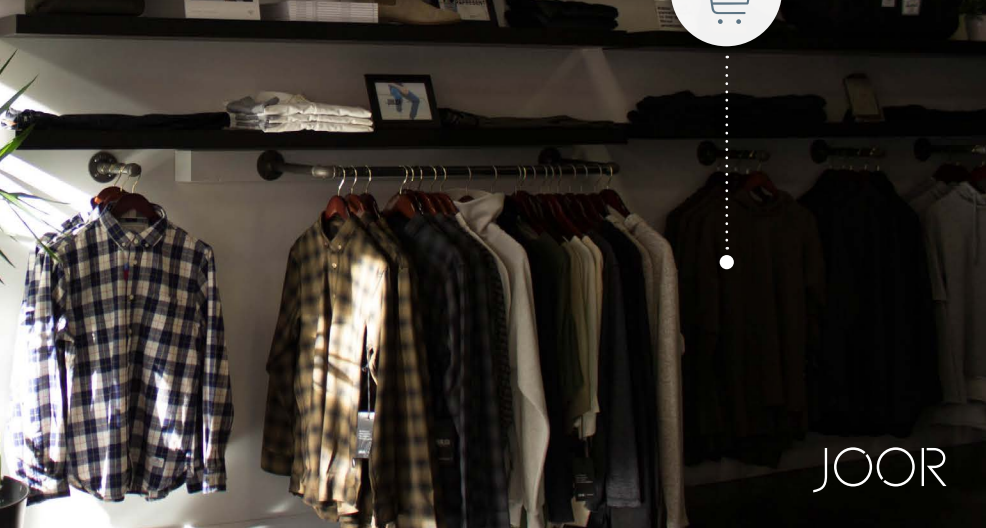
Sizes (Custom)
M, L, XL

+ Style Details

Order Warehouse ⓘ
Default



Don't be afraid of being different, be afraid of being the same as everyone else.





Choosing the Right Brands

What is the first thing you ask when a new brand reaches out to you that you haven't heard of?

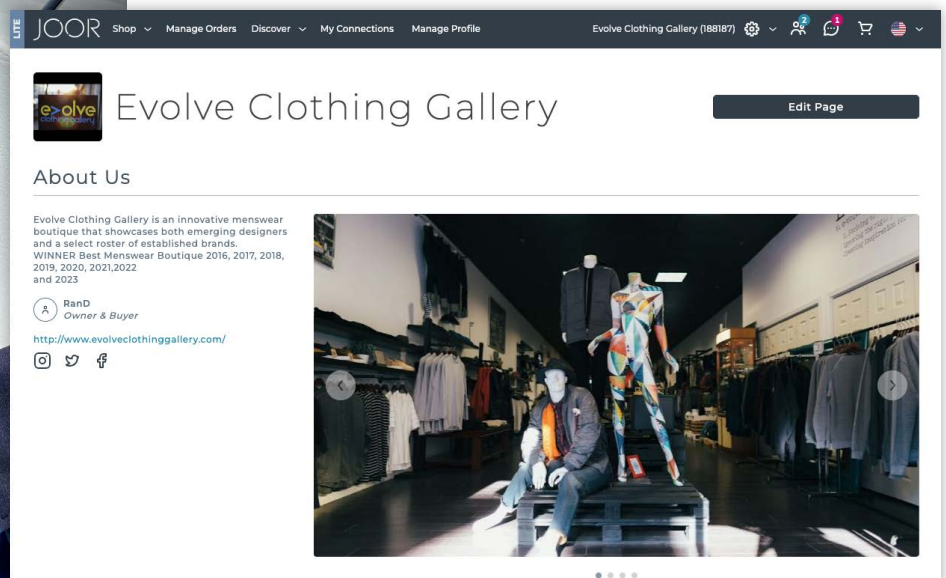
We want to know what other stores they are in. It catches our eye when we see a brand that already has an impressive roster of retailers. So it's a bit of an uphill battle for a new brand that doesn't have any wholesale business. Right now Evolve carries about 35 brands, and we are very selective about the new brands we bring on.

Why are you so selective about the brands you bring on board?

We carry a high caliber of brands. Therefore, we have to be careful with who we bring into our store. Everything is curated. We have strong relationships with the brands we work with. They want to sit next to the right brands, and we want to make sure they feel good about our assortment.

Do you ever reach out to brands? What advice do you have for retailers when doing outreach?

We have brands reaching out to us, and we reach out to brands. In the beginning, we had a hard time getting a response from the bigger brands. There was one brand we were emailing for two years without a response. It eventually worked out. We finally got their attention when they were looking to expand retail partnerships. My advice? Be kind to one another. We are all in the same industry. When brands reach out to us, we always give them a reply back, even if it's a no for now. Because you never know if in the future they may become a good fit.



Okay, say you take on a new brand. How are you gauging if they are a good fit, besides evaluating sell-thru of the product in your store?

Well we are constantly keeping up with their social media platforms and marketing campaigns. We want to know how they are marketing themselves and who they are marketing to. A brand needs to focus on their brand image with the end consumer. Because their marketing directly impacts how well we can sell for them.

What marketing approach has been most effective for the brands you carry?

We see brands marketing themselves to fit the latest trends and men who are trend followers. These customers have no brand loyalty and will move on once the next big trend comes. We find that indie brands are most successful when they market the quality of their products and have a unique story to tell.



**A.P.C. Basile Brodee
Overshirt | taupe**

Delivery Window
03/20/2024 - 08/15/2024

Sizes
S, M, L, XL, 2XL

What advice do you have for up-and-coming brands breaking into fashion wholesale?

Think through how you want to expand into a new market. Be intentional about which retailers you target. Our customers come to us because we have exclusive brands you can't find in a big department store. There have been times we agreed to carry an international brand that has never sold in the U.S. We put a lot of work into educating our customers on who they are, acting as influencers to hype them up. But once they became more popular, they started expanding into every store without considering which retailers already carry them, essentially saturating the market, and we had no choice but to drop them.



Ordering for Wholesale

What is your ordering process like with your brands?

Every brand has their own process for placing orders. Sometimes I place orders in person at a brand's showroom or at a tradeshow. If I've worked with the brand for years and know their products, I place virtual orders with the brand's sales rep. This rep can be internal or external through a showroom with a roster of brands. This process usually involves an order link sent via email. Other times brands use a fashion wholesale platform, and I place orders that way. The big three I've seen on the market are JOOR, NuOrder, and Brandboom.

What are your thoughts about placing orders on a fashion wholesale platform?

Placing orders on a fashion wholesale platform is much easier. It feels like I'm shopping online. I just add products to my cart, and I'm done. When I order directly from brand reps, viewing their collection can be difficult because the order link they give me only lasts 14 days. And once we submit an order we can't view the collection again. With fashion wholesale platforms, I love how I can see brands' latest line sheets as well as my orders, anytime, which helps me plan my store floor better because I can refresh myself on what is being delivered.

Spring Summer No Door (Autogenerate)

Total (3 styles / 13 SKUs)

	Bulk	32	34	36	38
<input checked="" type="checkbox"/> Jeans ST004-T GREEN Size Run: 32-38	+	+	+	+	+
	0	5	7	7	5
	-	-	-	-	-

	Bulk	XS	S	M	L
<input type="checkbox"/> Hoodie ST002 Black Size Run: XS - L	+	+	+	+	+
	0	10	15	18	15
	-	-	-	-	-

	Bulk	S	M	L	XL	XXL
<input type="checkbox"/> Collar Shirt ST008 Blue Size Run: S - XXL	+	+	+	+	+	+
	0	8	10	10	10	10
	-	-	-	-	-	-

COPY UNITS PASTE UNITS DELETE STYLES MOVE/COPY STYLES EDIT DELIVERY

AW24 (AW24)
Year 2020
Order Delivery Window 07/01/2024 - 11/30/2024
Shipping Delivery Window 10/01/2024 - 11/30/2024

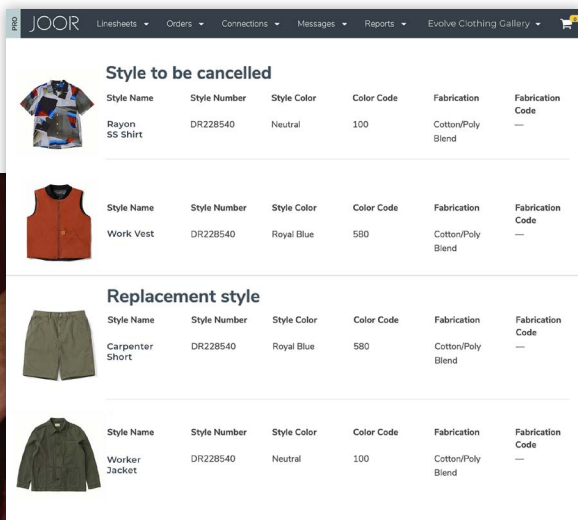
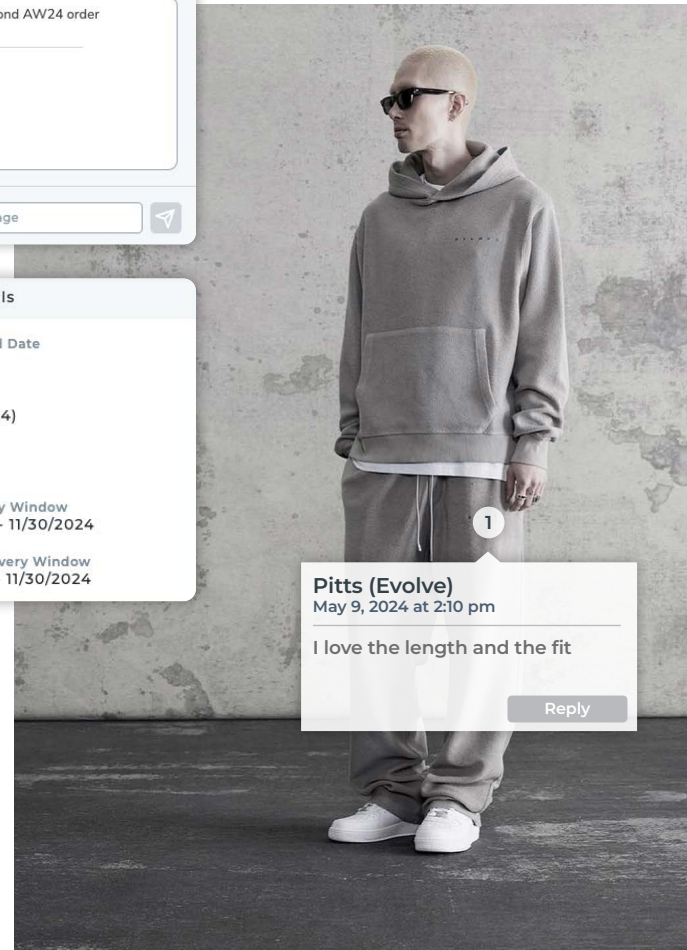
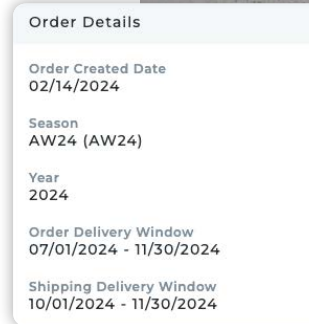
Legal
Terms & Conditions
TERMS AND CONDITIONS
1 Interpretation
 Terms & Conditions

How long does it take for you to complete an order directly from brand reps compared to using a fashion wholesale platform?

Well we work directly with a lot of brands in Europe, and it can sometimes take 1-2 days to complete an order because we are working in different time zones. If I need to make an edit on an order, I have to ask for an email to another link before I can change anything. When I use a fashion wholesale platform, I can make edits to my order instantly.

Do you find all fashion wholesale platforms to be the same?

Honestly, and I'm not saying this because I'm talking to you, JOOR is better. The brand listings on JOOR are incredible. I love how I can go into JOOR, find brands, and send messages to them. I find JOOR more intuitive than other platforms. It fits my needs as a retailer.



How does ordering on JOOR compare to ordering on other platforms?

I think what sets JOOR apart from NuOrder and Brandboom is how easy it is to divide my order by delivery date and add other styles after I submit an order for approval. Editing orders after they are submitted is a bit more difficult on other platforms. JOOR is a piece of cake to use because it's all set up for you. You see every delivery date for each collection and can submit an order based on these dates. Before you submit the entire order, you see what your spend is and all the products you are ordering, organized by delivery date.



How to Run a Successful Fashion Retail Business

What makes a boutique special compared to shopping at larger retailers?

There is an experience customers get when they come into my store you just can't get online or at a large department store. I honestly don't see how people are shopping online without feeling or trying on a product. My staff and I are very attentive to every customer that enters our store. We want them to feel like they have personal stylists ready to help when they walk in. It's a special feeling to come to work everyday loving what you do. For many years, I worked as a fashion stylist and freelance photographer in Manhattan, shooting celebrities like Bruce Springsteen, Prince, and LL Cool J. Working for other people made me realize I never wanted to let anyone control my dreams again. That's how Evolve was born. I wanted to use my talents as a stylist and photographer to build something that was mine.

What is some advice you want to give to retailers who are just starting or people who want to open a boutique?

You have to be a destination, not just a boutique. We see stores go out of business because other stores end up carrying their brand assortment or their brands end up at the large retailer which can offer discounts and reductions on products that boutique retailers just can't. You need to really think about what kind of store you want to be, what type of assortment you want to have, and how you can stay relevant in your market.

So what is next for Evolve?

I have two great business partners who have been with me since the start of Evolve. They are like brothers to me. We are at a point where we are thinking about expanding to more locations. We are just looking for the right one.





Key Takeaways for Brands



Strategically Target Retailers: Having your brand sold in numerous stores in close proximity can cannibalize the market, so be intentional about targeting retailers when expanding into new markets.



Invest in Authentic Branding: Cultivate a genuine brand image through consistent marketing efforts that resonate with your target audience.



Portray Quality and Storytelling: Emphasize product quality and share compelling brand narratives to connect with consumers seeking authenticity, rather than solely following trends.



Leverage the Advantages of Fashion Wholesale Platforms: Fashion wholesale platforms offer convenience, flexibility in ordering, and easy access to collections and order history. JOOR stands out for its user-friendliness and features like order editing and splitting orders by delivery dates.



Key Takeaways for Retailers



Curate a Destination: Strive to be more than just a shopping locale and differentiate yourself by becoming a destination people need to visit.



Be Strategic About Brand Selection: Select brands carefully to maintain a high caliber and curated assortment.



Maintain Relevancy: Continuously assess and adapt your assortment to stay relevant in a competitive market.



Offer an Elevated Customer Experience: Ensure your boutique stands out by providing a personalized shopping experience that e-commerce sites and larger department stores can't replicate.