

JOOR

Industry-Leading 3D Innovation Provides You with the Tools to Reach Your Goals



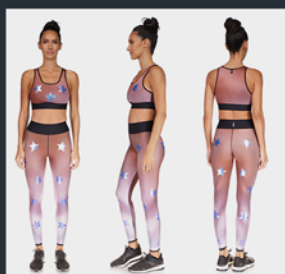
Classic Blazer

Delivery Window
01/15/2022 - 03/15/2022
Wholesale **USD 163.20**
Sugg. Retail **USD 310.00**

Sizes (True to Fit)
S, M, L, XL

670
TOTAL ORDERS

- PENDING**
124 (18.5%)
- APPROVED**
113 (16.9%)



Bolstering JOOR's mission to drive change through their innovative wholesale ecosystem are their partnerships with industry-leading 3D technology companies, VNTANA, iStaging, and ORDRE, which provide brands with access to dynamic visual content with their retailer audiences. Together, JOOR and their esteemed technology partners empower brands with the ability to showcase their products in a larger-than-life way—adding lifelike detail and the flexibility to portray comprehensive collection views—and enable retailers to make informed buying decisions without having to see products in real-life.



Summer dress

ST001

Delivery Window
12/06/2022 - 12/09/2022

Wholesale
250.00

Colors (tap checkbox to note)

GREEN



Sizes
XS, S, M, L

Currently, the JOOR platform allows brands to present designs and garments in augmented reality (AR) as well as 2D photography. With the integration of 3D technology, brands can now upload 3D product renderings that provide clear and accurate representations of designs to share with retailers. This capability specifically aligns with brands looking to reduce sampling needs, thus providing buyers an improved shopping experience while supporting JOOR's motivation to increase production sustainability without sacrificing the quality of product interaction.



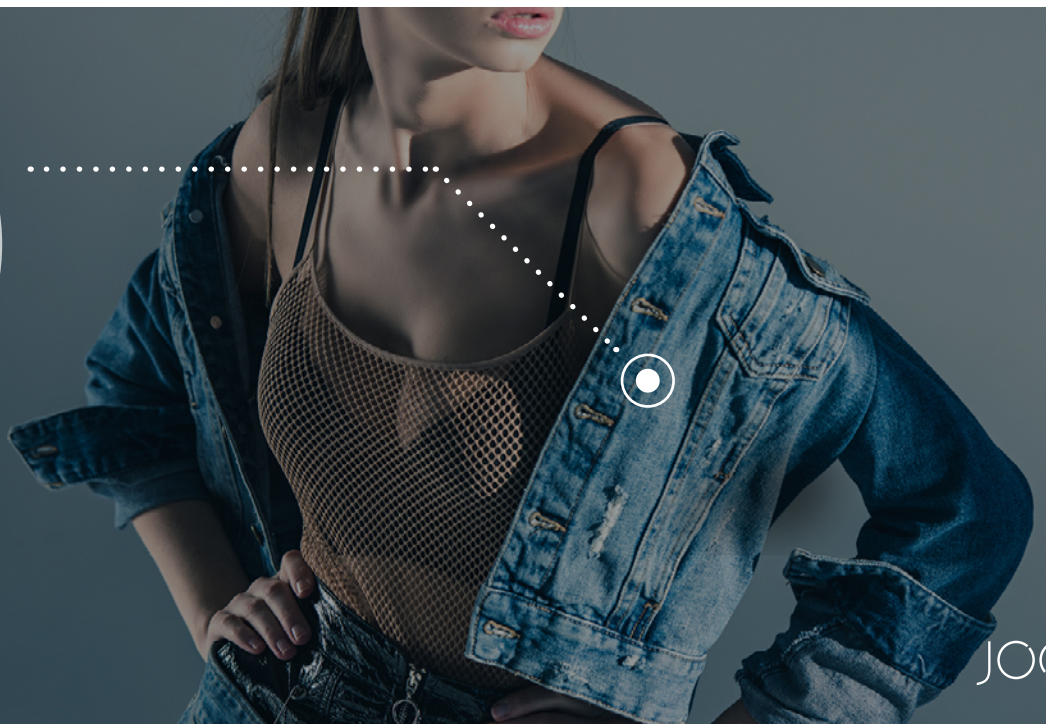
Read on to learn how JOOR's 3D innovation partners can help you present your collections digitally and accelerate the achievement of your sales goals.



Denim jacket

Delivery Window
01/15/2022 - 03/15/2022

Wholesale **USD 163.20**
Sugg. Retail **USD 320.00**



VNTANA



[Recently backed by tech titans like Mark Cuban](#), VNTANA makes 3D innovation in ecommerce easy to scale. In fact, brands that use VNTANA typically see double conversion rates and increase cart sizes by 60%.

Currently, VNTANA's 3D content management system powers leading brands like Hugo Boss, Deckers Brands, and Diesel to use 3D models to instantly create high-fidelity, fast-loading 3D assets, while the patented algorithm automatically optimizes 3D models for use across the web, social media, advertising, game-engines, and more. And just like Vimeo and YouTube, VNTANA makes it easy to share and embed product videos, allowing brands to embed 3D and AR assets for sales and marketing use.

Whether your brand is in fashion, footwear, furniture, or home, VNTANA, is a top choice for a 3D modeling solution. Brands are now making design decisions digitally thanks to 3D renderings, without having to produce physical samples—creating an efficient and sustainable way to conduct business. Here's what VNTANA's 3D modelling has achieved for leading fashion and luxury brands:



Double conversion rates



Increase the size of shopping carts



Optimize the shopping experience with high-quality, fast-loading 3D assets



Improve ease of product sharing across the web, social media and more

JOOR's integration with VNTANA has made it easier for brands to connect their design process with their selling process. This feature will also allow brands that are already designing in 3D to present their collections on JOOR with one seamless integration.

How VNTANA works



Create a 3D web viewer with built in AR in VNTANA with:

- Multiple lighting environments
- Adjustable backgrounds
- Dynamic shadows
- Proper sizing of 3D models in AR for “try-on” capability



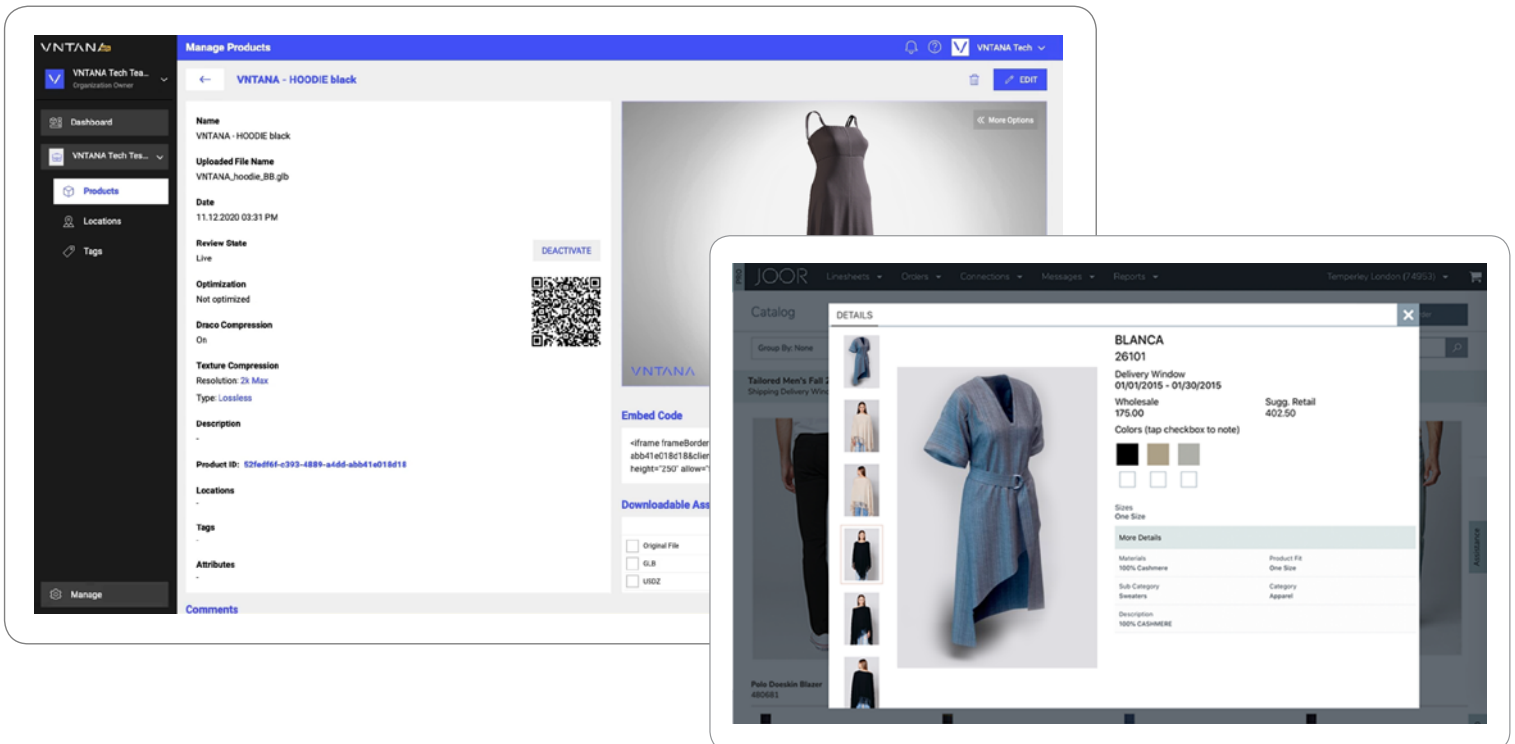
Select your 3D styles to instantly embed on JOOR with relevant product details included.

- Have the 3D object as the main style image
- Show the styles in all colorways
- Include AR try on functionality for more realistic viewing



Seamlessly share these 3D assets with retailers using JOOR’s digital catalogue and virtual showrooms.

- Easily share assets privately within your team or publicly on social media
- Avoid the supply chain and shipping delays of physical samples



iStaging is a 3D virtual showroom integration that allows brands to bring their designs and products to life digitally in a 3D interactive environment. Shoppable iStaging showrooms allow retailers to walk through a virtual space, explore product, shop the collection, add to cart, quantify units and sizes, and checkout on JOOR. Showrooms can also be displayed on The Edit to enhance your virtual shopping appointment with a lifelike digital presentation.



How iStaging works



1. Shoot virtual reality showrooms using an iPhone or 360 camera
2. Load and edit content on iStaging
3. Integrate style hotspots of your JOOR products within your 3D Showroom to highlight all relevant product details
4. Share your iStaging 3D Showroom to retailers via The Edit
5. Retailers can shop the 3D Showroom, add to cart, quantify, and checkout on JOOR

ORB360° by ORDRE

Model ORB unit



Accessories ORB unit



Let your product shine by featuring high-resolution, rotating 360° digital images and videos within the JOOR platform. This brings more detail to a buyer's view of the product and gives shoppers a better idea of what they're buying, giving them the confidence to place orders without needing to see a physical sample.

Virtual showrooms are critical to running a successful wholesale business today, but they can only be effective if they're able to accurately represent the original designs from designers. ORB360° uses cutting-edge technology to photograph product with incredible detail, creating beautiful 360° images that buyers can understand. ORB360° imaging also serves as an excellent tool for retailers to assess and understand the quality of their products. With more details on stitching and fabrication, you can get a deeper understanding of each piece of apparel so you can make better decisions about your inventory.

How ORB360° works

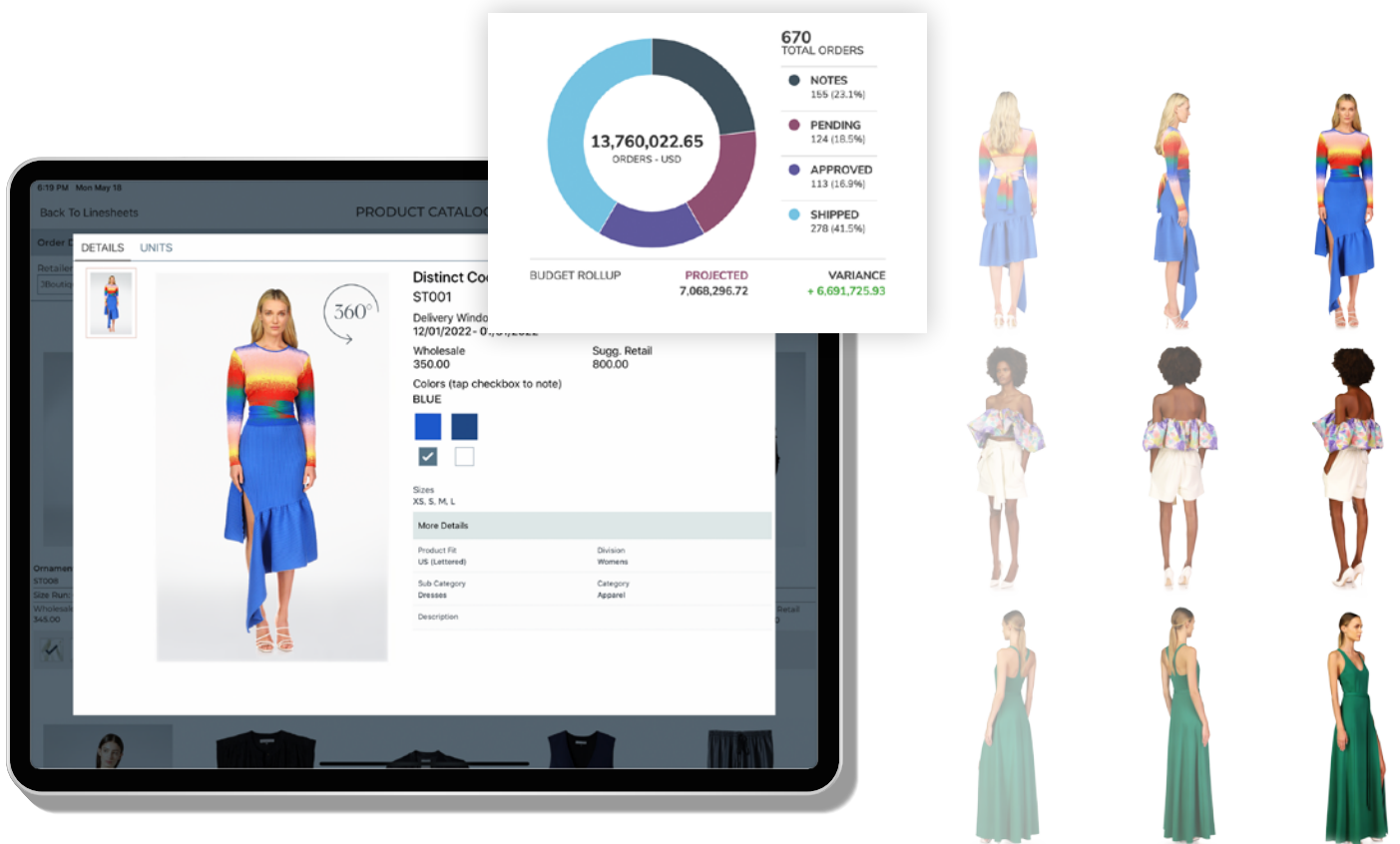


To capture images quickly and cost effectively, ORDRE use mobile ORB360° units to capture both photos and video within their showrooms and studios, an easy and efficient alternative to renting a studio and transporting samples. The complex series of images captured—over 70 individual frames compose each animation—are then uploaded into the brand's JOOR account for use in both their B2B and B2C businesses. One feature that's particularly useful is the ability of viewers to freeze the rotating image and zoom in, provide detail that hasn't been attainable prior.



Drive Growth and Improve Your Selling Process

JOOR prides itself on striving to constantly drive innovation. When brands leverage the technologies offered via the JOOR platform, both brands and retailers benefit from a range of efficiencies—from reduced waste to a more accurate shopping experience. 3D models and the use of these features are so advanced that they can help minimize the number of samples produced, the number of samples shipped around the world, and may one day replace physical samples completely. We're proud that our technology partners who specialize in 3D innovation provide solutions that directly address business challenges like sustainability and supply chain issues, ultimately reducing waste, including valuable time and money.



For more information on how you can leverage JOOR's 3D innovation partners, request a free demo with our experts today. JOOR and our partners are available to help you achieve your brand's sales goals faster with the power of 3D.

joor.com

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