

JOOR

# How Brands and Retailers Are Approaching Market This Spring



## Delivery Window

8/15/23 - 10/15/23

## Wholesale

USD 520.00

## Sugg. Retail

USD 1,250.00

## Color



## Size Details:

XS, S, M, L

[Back to Catalog](#)

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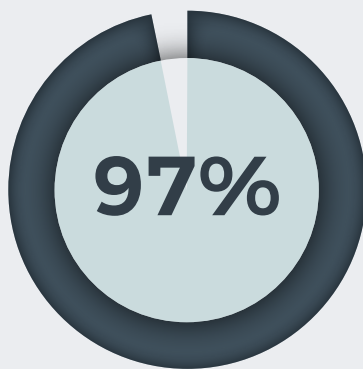
The fashion industry has been busy preparing for the upcoming market season. We've gathered feedback from our extensive global network of brands and retailers to bring you the inside scoop on how brands and buyers will be approaching market this spring.

# Back to Business

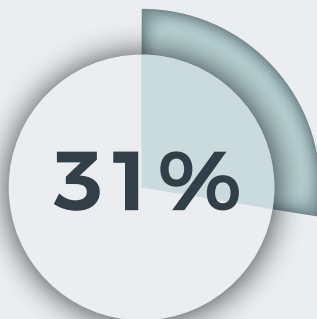


*Buyers are looking forward to a busy market season, with most anticipating a full schedule of appointments. While nearly all brands will be presenting new styles, we see a significant increase in the number of brands also offering existing product as they look to manage inventory and capitalize on proven best sellers.*

## Brands Have Product to Sell

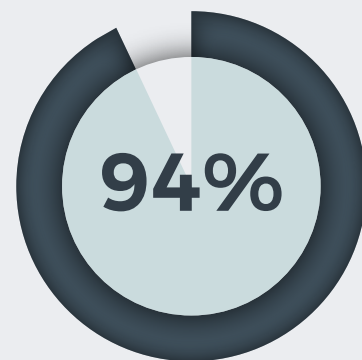


of brands will present collections this spring, an increase from previous seasons

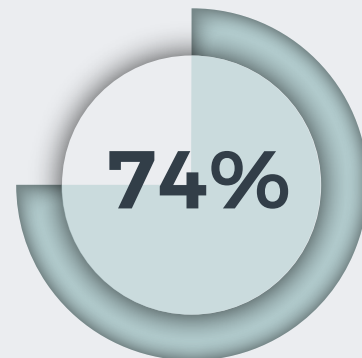


of these brands will be offering carryover inventory, a significant increase from 22% at this time last year

## Buyers Are Shopping



of buyers will be attending market appointments this spring

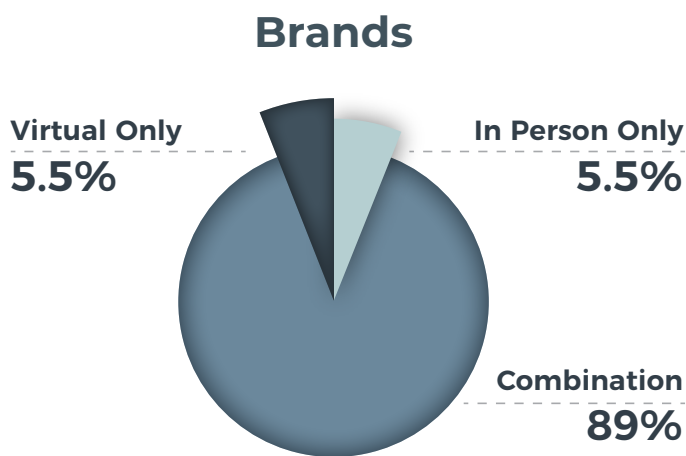


feel market schedules will be back to "normal" from recent years' reduced activity, an increase from 66% last year

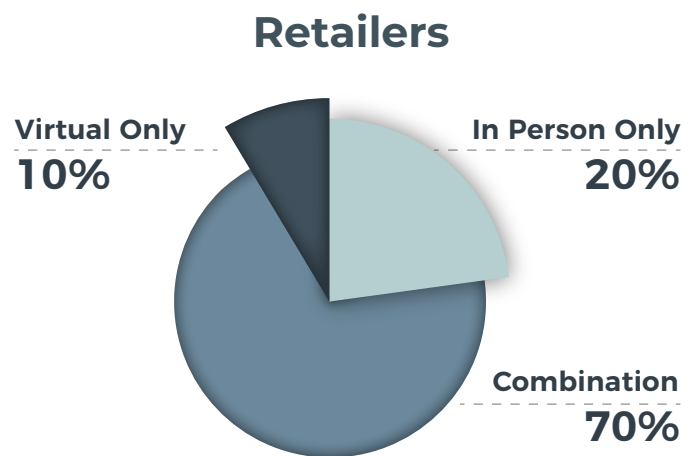
# Hybrid Is Working

While in-person selling is re-gaining momentum, it is now being complemented by digital capabilities as the percentage of brands choosing a combined approach continues to increase. JOOR recognizes the importance of this hybrid model, leveraging both mobile and desktop technology to support physical and virtual selling experiences—an easier, more effective way of conducting business.

## *The Industry Continues to Recognize the Benefits of Virtual Buying and Selling*



**94%** of brands will be using virtual selling, with  
**89%** opting for a hybrid approach (up from 83% last year)



**80%** of retailers will be using virtual buying this season, with  
**70%** opting for a hybrid approach and

## *Let's Meet Up In Person*

Of brands who will be hosting in-person appointments, **81%** will do so in their showrooms and **35%** will be attending trade shows

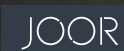
This is typical of the spring season, whereas this past fall season had only 73% of brands meeting buyers in their showroom and 38% opting for trade shows



of brands have achieved sales volumes that are flat or greater than this time last year



of buyers have open-to-buy budgets for Fall 2023 collections that are equal or larger than this time last year

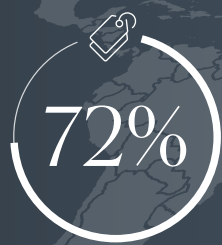


# Around The World



*If you haven't already, think about taking your brand global. Retailers are expanding their horizons, increasing their investment in international business. This process can be facilitated with a digital wholesale management platform, like JOOR. Establish new retailer connections and leverage JOOR Pay, our embedded checkout solution, to easily process global payments—allowing you to accept all major payment types and currencies while receiving payments in your preferred local currency.*

## Brands are Growing Across Borders



have international business that is the same or greater than last year

## Retailers are Expanding Their Global Product Mix



cite their investment in international brands has maintained or increased over the last year

This international growth is substantiated when looking at transaction data on the JOOR platform. In 2022, **63% of JOOR's transaction volume was made up of international orders**, with retailers in the **EMEA region placing the highest number** and the **South America region growing the fastest** in terms of number of international orders.

## Number of International Orders 2022 vs. 2021:

South America .....	<b>+26%</b>
EMEA .....	<b>+8%</b>
North America .....	<b>+5%</b>
APAC .....	<b>+4%</b>



# Untapped Opportunity

Given rapidly changing global business dynamics, maintaining flexibility and shortening lead times can play a key role in meeting consumers' needs. As such, the majority of retailers are anticipating placing orders later in the season. Brands that can accommodate this need and accept orders closer to delivery will be at an advantage. Leverage JOOR's digital platform to increase the efficiency of your selling process, allowing you to move orders quickly to production so you don't miss out.



*of buyers anticipate extending their buying window to place orders later in the season*

This trend is most pronounced in North America, however it is growing across EMEA and APAC as well.



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

**JOOR PAY**

- ☐ Pay with Card
- ☐ Bank Transfer
- ☐ PayPal
- ☐ Pay with Net Terms

**Complete Payment**

**Order Details - JBoutique NM / 5 Styles Added**

Retailer: JBoutique NM | Order Price Type: USD (USD)

Item	SKU	Size Run	Wholesale	Supp. Retail
all Dress	57002	Size Run: XS - L	450.00	800.00
Domination Pencil Skirt	57004-T	Size Run: 6 - 12	90.00	350.00
Sorcery Cape Top	57007	Size Run: 6 - 12	360.00	800.00
Mission Cropped Skivvy	57007	Size Run: 6 - 12	360.00	800.00

**JOOR**

**670** TOTAL ORDERS

- NOTES: 155 (23.1%)
- PENDING: 124 (18.5%)
- APPROVED: 113 (16.9%)
- SHIPPED: 278 (41.5%)

**13,760,022.65** ORDERS - USD

**JOOR**

# What Retailers Are Looking For



*Buyers from all regions around the world are expressing a high interest in discovering new brands—ready to fill their shelves with exciting product. Their focus lies on curating an assortment that reflects fashion trends and offering their customers something unique that they can't find elsewhere.*

## Find New Brands



B-LOW THE BELT



B.O.D BY FINCH



B.O.G. COLLECTIVE (BAND OF GYPSIES)



BACI



BAILEY 44

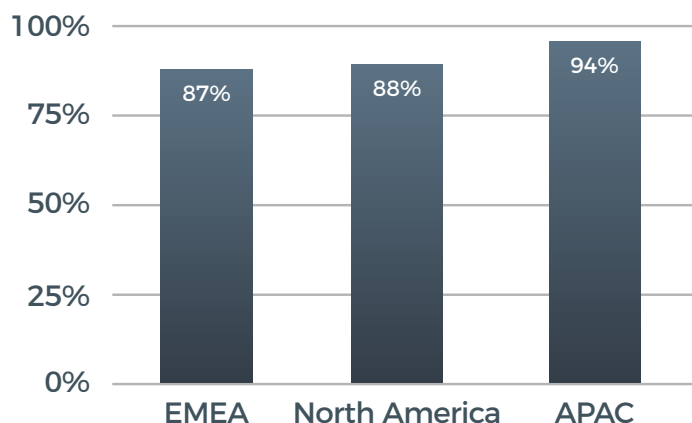


BAND OF GYPSIES FOOTWEAR

88%

*of buyers have an interest in discovering new brands at this moment, a steady increase over the last few seasons*

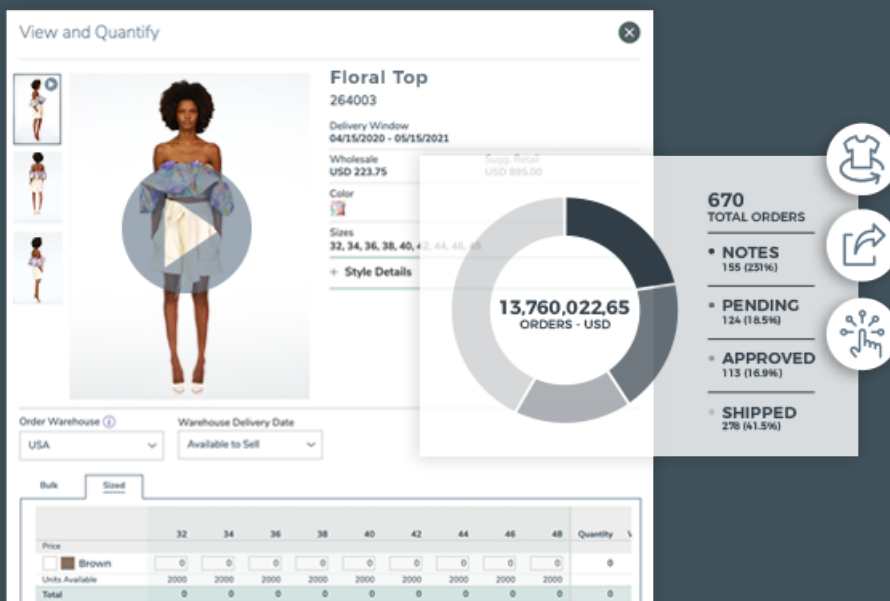
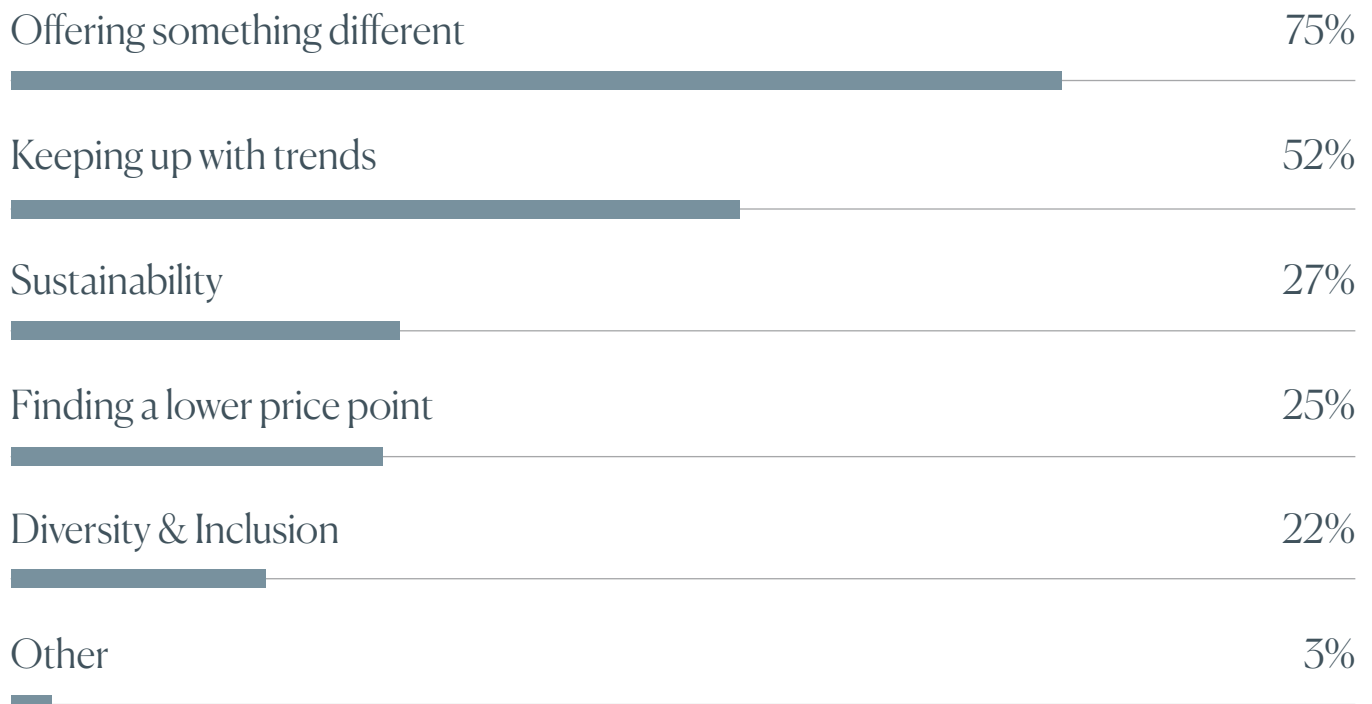
*While interest is high across all regions, it is most pronounced in APAC, where 94% of buyers are interested in discovering new brands.*



# What Drives Buyers' Interest in Discovering New Brands?

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

While sustainability and diversity & inclusion have been the fastest growing categories in recent years, there seems to be a shift away from these drivers of discovery this season as businesses focus on the fundamentals of assortment planning and offering uniqueness in their store.



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

[joor.com](https://joor.com)