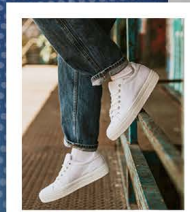
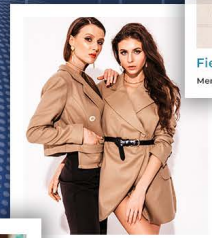
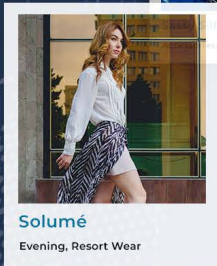
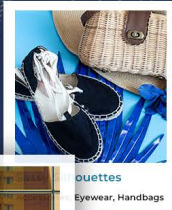


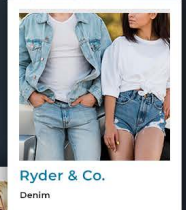
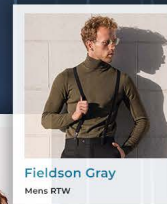
JOOR

How To Tackle Tariffs & Thrive This Coming Market Season



Stryde Style revives the spirit of vintage cool with a modern edge. Inspired by classic denim and timeless sneakers, our designs are made to move with you — clean, simple, and endlessly versatile.

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Pennyclover is where artistry and ease meet. Rooted in a love for timeless design and natural materials, our hats and accessories are made for women who appreciate understated beauty and effortless elegance.

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Today's tumultuous retail landscape is evolving daily due to economic uncertainty, tariff changes and shifting consumer habits. We've analyzed transaction data on JOOR as well as gathered feedback from our extensive global network of brands and retailers to understand how the industry is responding to this challenging retail environment. This whitepaper provides important data-driven insights based on this analysis, as well as practical strategies to help you prepare for a successful upcoming market season.

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1

The Current Retail Landscape

Brands and retailers are adjusting their behaviour as a result of the industry's current climate. Fashion businesses across the board are adopting new approaches to make operations more cost-effective and keep revenue stable during this challenging time.



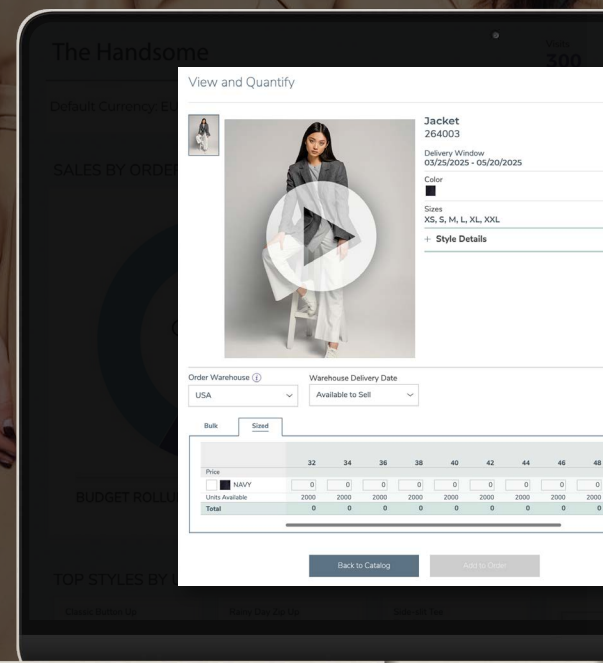
BRANDS ARE BEING CAUTIOUS

In a recent JOOR survey, the number of brands reporting an increase in sales dropped from 52% at this time last year to just 39% this year, and while many are experiencing flat sales, the number reporting a decline is steadily rising. As brands navigate the current retail environment, they are reacting by taking a more cautious, conservative approach to the market.

Creating Concise Collections

A smaller portion of brands are choosing to create a full new collection this season. Instead, there is an increase in brands creating either a capsule of new styles (37% vs. 24% last year) or showing carryover inventory (30% vs. 19% last year). **This streamlined way of doing business allows brands to reduce product development costs,** focus buyers' attention on a tighter range of options, and optimize current resources for the best chance of success.

Fewer brands are creating a full new collection this season



Reducing Costs Where They Can

We've seen a notable decline in brands opting to invest in trade shows as a means to drive sales. In Spring 2024, 36% of brands said they would be participating in trade shows compared with just 28% who said they would be there this season. **Brands are re-evaluating the financial commitment of a trade show** and choosing to skip this season in order to reduce their expenditure on travel costs, sample shipping, marketing materials and trade show fees.



Prioritizing Financial Stability

The most important factor for brands when assessing a new retail partner continues to be the brand mix carried by that retailer; however, the financial stability of the retailer is the second major concern. **Financial health as a key factor in working with a new partner has grown in importance** from 65% last year to 71% this year. Recent news of retailers taking up to a year to compensate unpaid vendors is leading brands to prioritise financial stability more than ever before.



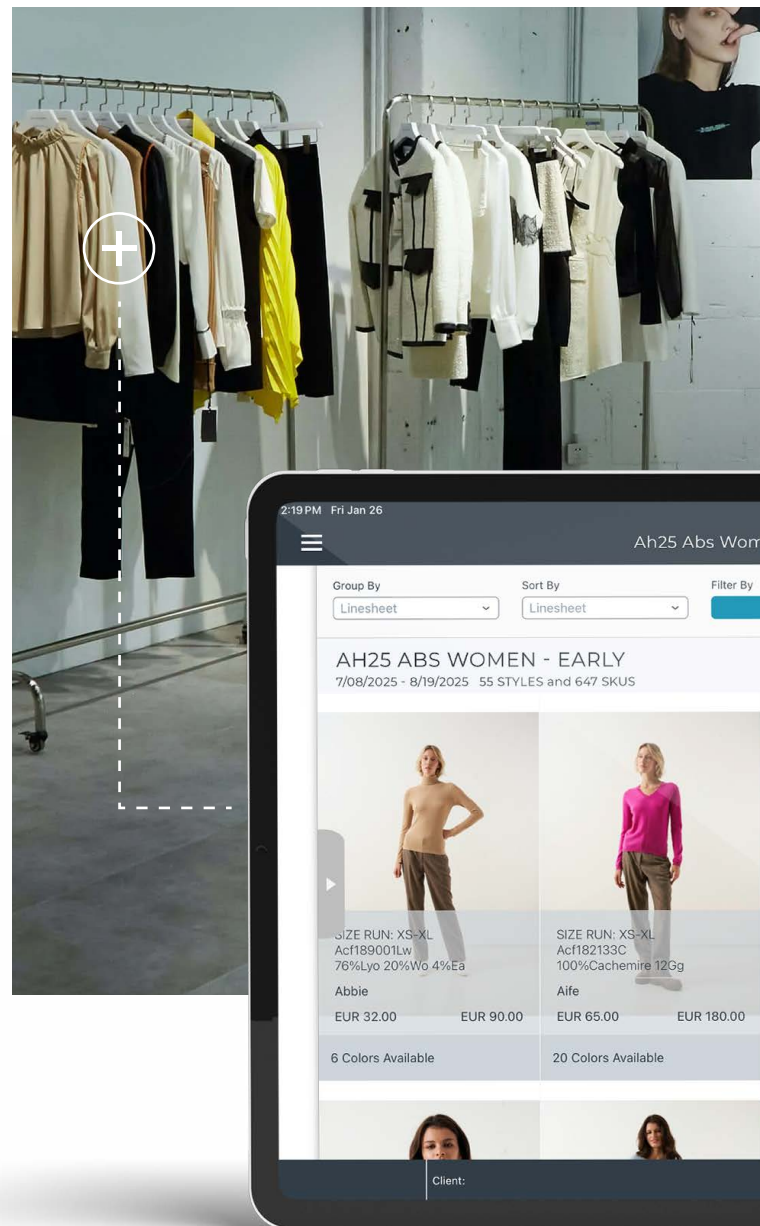


BUYERS ARE SHOPPING SMARTER

When asked about their budgets, 71% of buyers reported flat or increased open-to-buy budgets versus last year. This proves that retailers are still shopping for new styles, just in smarter ways, to optimize their business and sell through.

Holding More Carryover Inventory

The portion of retailers with greater than 25% of their inventory as carryover has increased from 41% to 50%. This behavior could be attributed to unsold goods as consumer demand weakens, and extra inventory on hand would also likely explain why retailers reported plans to attend fewer market appointments. Regardless, this **increase in inventory will see buyers be more selective** in what they shop and how they curate their assortment this coming season.



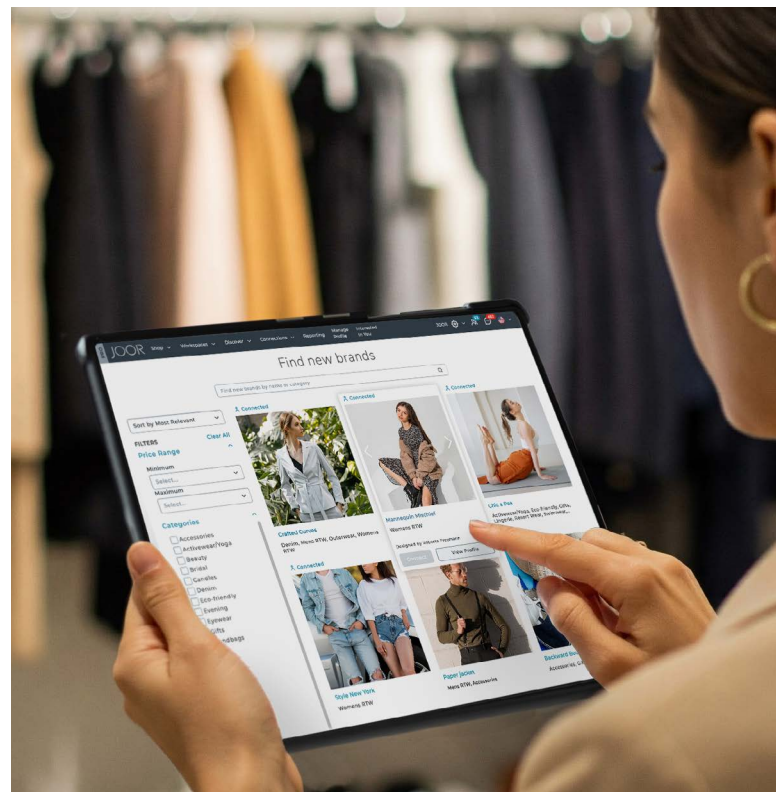


Still Searching For Newness

Retailers are still on the hunt for newness, and this is a year-round process with 66% of retailers confirming that they are always seeking new resources to add to their assortment. Offering something different and keeping up with trends continue to be the two largest motivators for discovering new brands; however, we've seen **buyers increasingly express interest in offering items with a lower price point** as a reason for seeking out new brands. This reflects consumer behavior as more shoppers become financially conscious in the current uncertain economic climate.

Placing Smaller Initial Orders

Retailers are often placing smaller initial orders when working with a new brand to test its performance. The number of retailers who reported always starting with a small initial order before investing in a larger buy is 30%, up from 25% last year. **This is a simple yet effective way to mitigate risk and monitor consumer response** as a retailer nurtures a new brand partnership.



2

Tariffs Have Created Additional Complexity

The US government's newly proposed tariffs have the potential to cause chaos across the fashion industry. Both brands and retailers are worried about the implications of these new charges and are trying to take early action. When surveyed by JOOR, both groups shared that they are anticipating increasing prices on average by 20%.

How Tariffs Have Hit Brands

Following the recent tariff announcements, JOOR conducted a survey, which revealed that **54% of US brands are not planning to make changes to their supply chain to increase domestic production.** This means US fashion brands that produce clothing in affected countries are now facing the decision of how to adjust to these new additional sourcing costs. 85% of US brands said they will be increasing their product prices as a result, passing either part of or all of the tariff costs on.

Non-US brands are expecting their products to become more expensive in the US market due to tariffs, putting their business at an increased risk. Analyzing the portion of their business that comes from the US is increasingly important for brands in this category, and the situation must be closely monitored so that businesses can react in real time.

JOOR transaction data reveals that **non-US brands conducting business with American retailers on average generate 20% of their sales from the US market.** A significant 21% of these brands are highly exposed to the US market, driving more than half of their sales from American partnerships. Given the significant impact US tariffs will have on their business, JOOR's survey reveals 76% of non-US brands are changing their selling strategy and prioritizing partnering with retailers outside the US as a result.



85%
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3 Most Common Actions Being Taken in Preparation for Next Market Season:



Increasing Product Prices



Sourcing From Alternate Countries



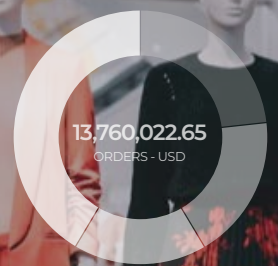
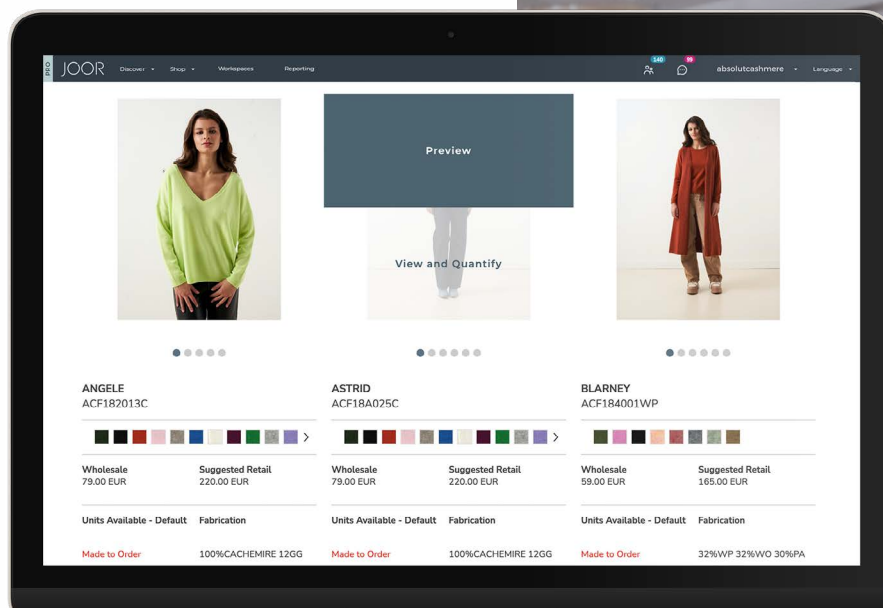
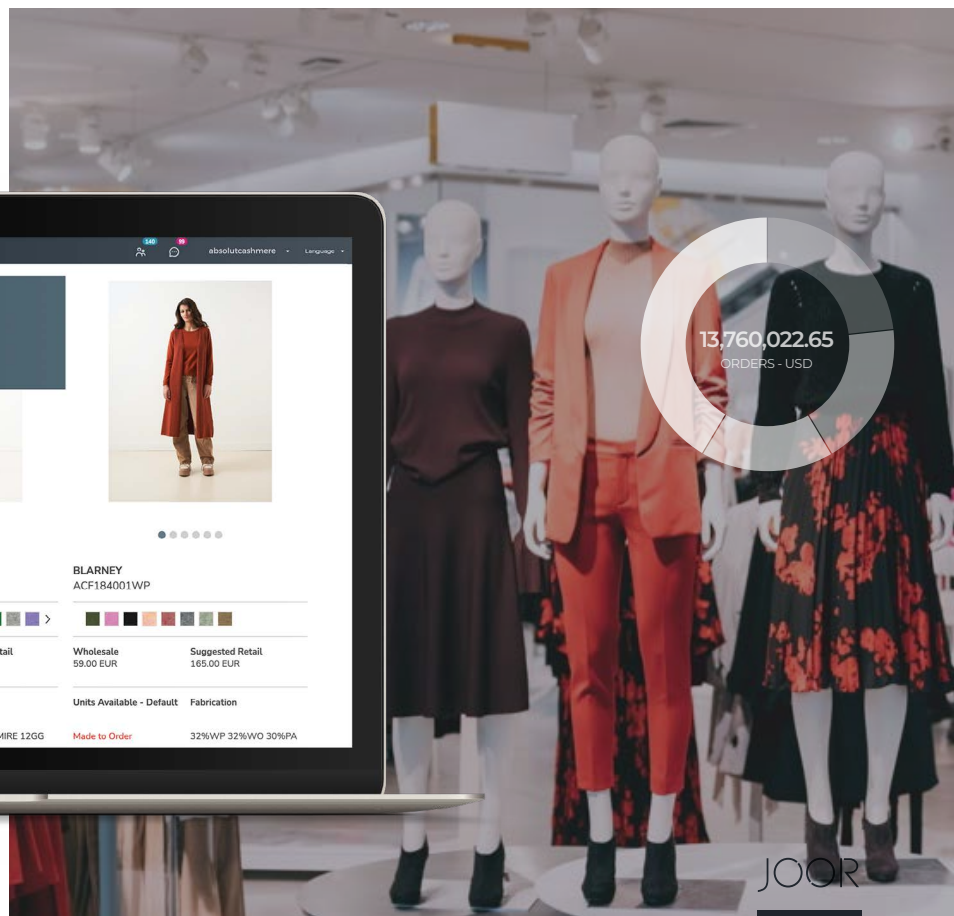
Producing a Tighter Collection

How Retailers Are Tackling Tariffs

Retailers are also making significant adjustments in response to new tariffs and rethinking their assortment strategy. In JOOR's annual Spring Market Survey 2025, we asked retailers about their investment in international brands, with 47% responding that they are increasing investment in international brands. Post tariff announcement, this sentiment dramatically shifted with now only 20% of retailers planning to increase investment in international brands.

Retailers outside the US are now on the lookout for products not subject to tariffs. JOOR's tariff survey reveals **75% of non-US retailers are planning to decrease their investment in US brands**, and they will no doubt be looking to Europe and APAC to fill the gaps in their assortments.

On the other hand, many retailers within the US will now look to source new product for their stores domestically in response to imported goods being subject to tariffs. While 45% of US retailers state their investment in US brands will remain unchanged, a significant 49% confirm that they plan to increase their investment in US brands, a sign of rising interest in homegrown fashion talent.

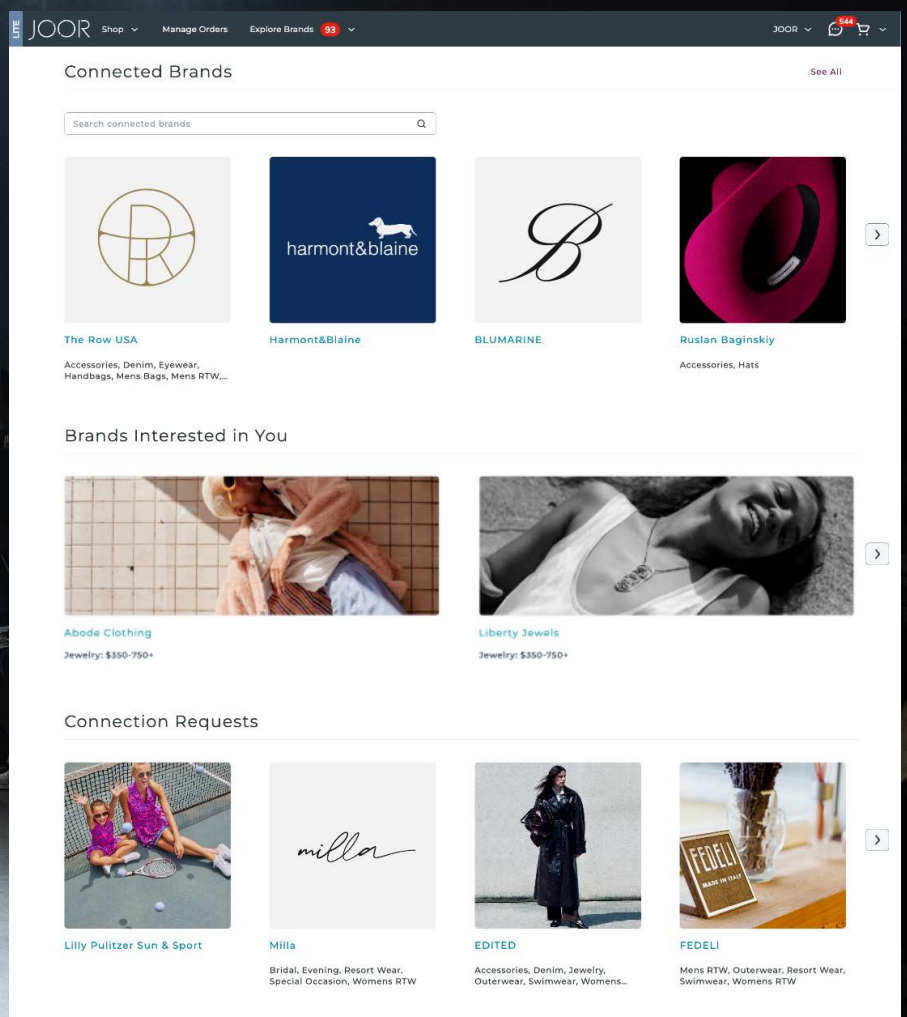


The Potential Wins

Now is a time for retailers both in and out of the US to prioritize making connections with new brands and building out interesting assortments in order to drive business growth.

Brands based outside of the US that sell to a significant number of US-based retailers should immediately be exploring other retail opportunities in new or growing markets like APAC, as US retailers may reduce orders impacted by added tariff costs.

Brands based in the US but selling outside of their home market may soon face retaliatory tariffs, which could cause international buyers to pull back on US orders. These brands should prepare for this eventuality by exploring more domestic retailers to diversify their distribution and create new, long-lasting partnerships.



3

Wholesale Is More Important Than Ever Before

When asked about the profitability of their wholesale, DTC retail, and DTC e-commerce channels, the majority of brands (52%) affirm that wholesale is their most profitable channel. Not only is it most profitable, but it's also their largest channel, with brands on average reporting that 57% of their business comes from wholesale. This highlights the importance of wholesale distribution and is a reminder of its ability to be a key income stream, even in a rapidly changing retail landscape.

Growth Opportunities Are Out There

93% of brands reported that they are looking to grow their wholesale business, with nearly all actively looking to expand to new retail partners, and 75% of retailers reported a medium to high interest in discovering new brands. **Buyers are always seeking exciting new products for their customers**, and the brand/buyer relationship is an important one that can and should always be prioritized.



Wholesale & Tariffs

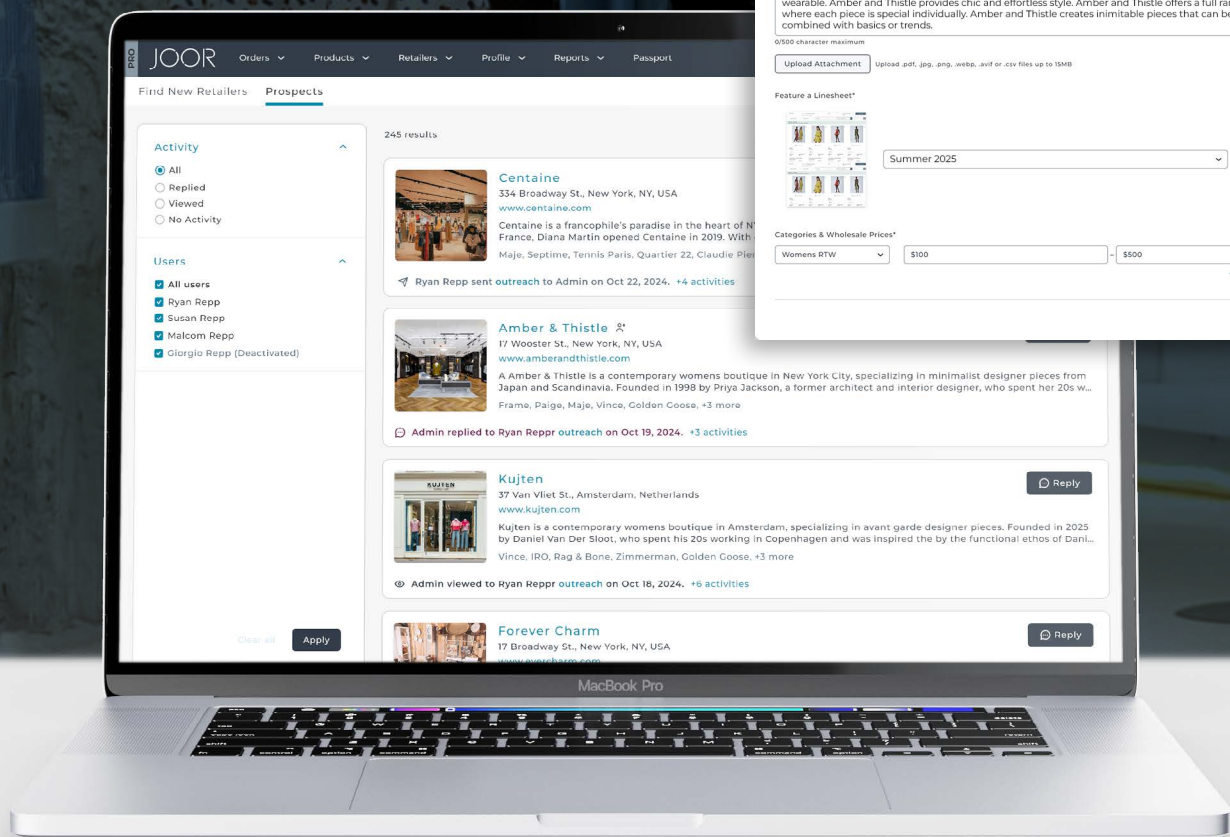
Wholesale will be instrumental in helping both brands and buyers thrive in the coming months of tariff changes and trade wars. Expansion into new markets is more essential than ever before, but this can be extremely difficult to navigate. We found that 73% of brands find it hard to identify and connect with new retailers well suited to carry their brand, and it's important to note that this industry challenge is growing (up from 60% last year).

We created [JOOR Discover](#) as a data-driven solution to this problem. Our recently launched retail matchmaking tool helps time-starved retail buyers effectively identify the best brands for their specific consumers and trend-led assortment needs, and assists brands looking to drive growth and repeat business by leveraging our global network of vetted retailers.

The right partner can be the difference between success and failure in the current volatile market. Brands and retailers that must expand their reach to thrive in the face of tariffs can't afford not to adopt JOOR Discover. **Using JOOR, brands experience a 9x higher success rate in acquiring new retailer clients compared to traditional methods, with 78% of new clients ordering again and placing on average over 5 orders within the first year.**

“Thanks to JOOR Discover, we’ve successfully expanded our retail network and driven new orders. The retailer directory helps us connect with buyers that are a challenge to reach, leading to valuable new partnerships and business growth.”

— Laura Ulrich, Founder, AREIA Group

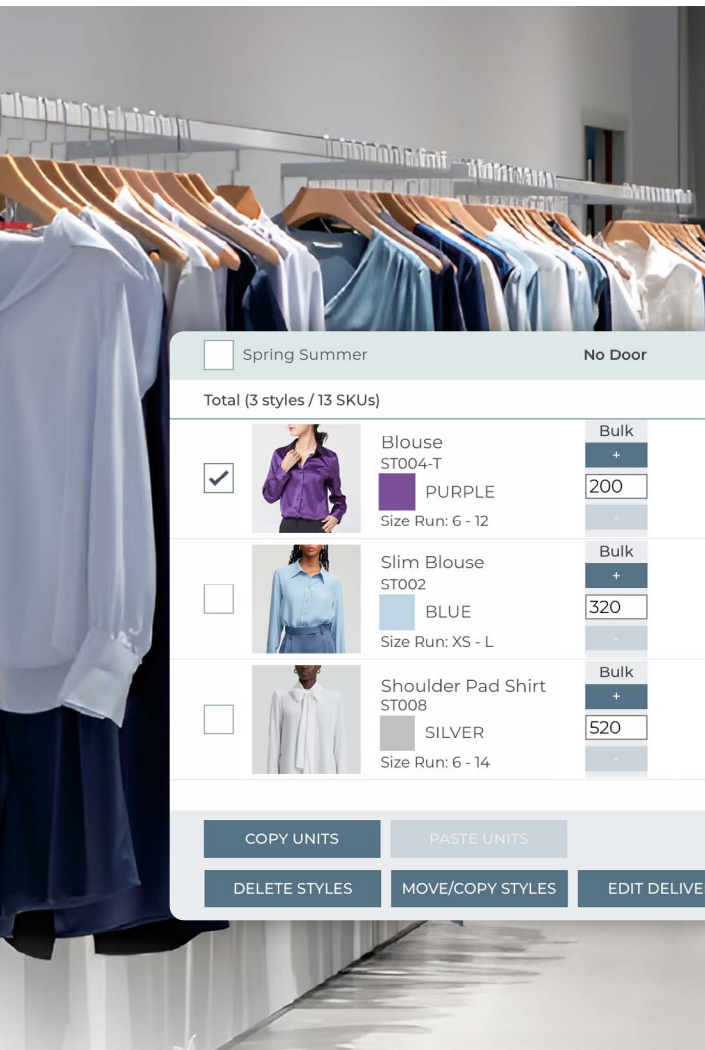


The background of the entire page is a dark charcoal grey. It features several semi-transparent fashion items: a long blue trench coat on the left, a dark belted jacket in the center, a black spaghetti-strap top in the upper right, a dark button-up shirt on the right, a dark blazer in the lower left, and a black skirt at the bottom center. A thick, light blue wavy line flows from the right side of the page, curving upwards and then downwards. A thin white vertical line is positioned to the left of the main title.

4

How to Navigate Tariffs & Drive Growth

Follow these five actionable strategies to help mitigate the challenges of the current retail landscape and achieve wholesale success.

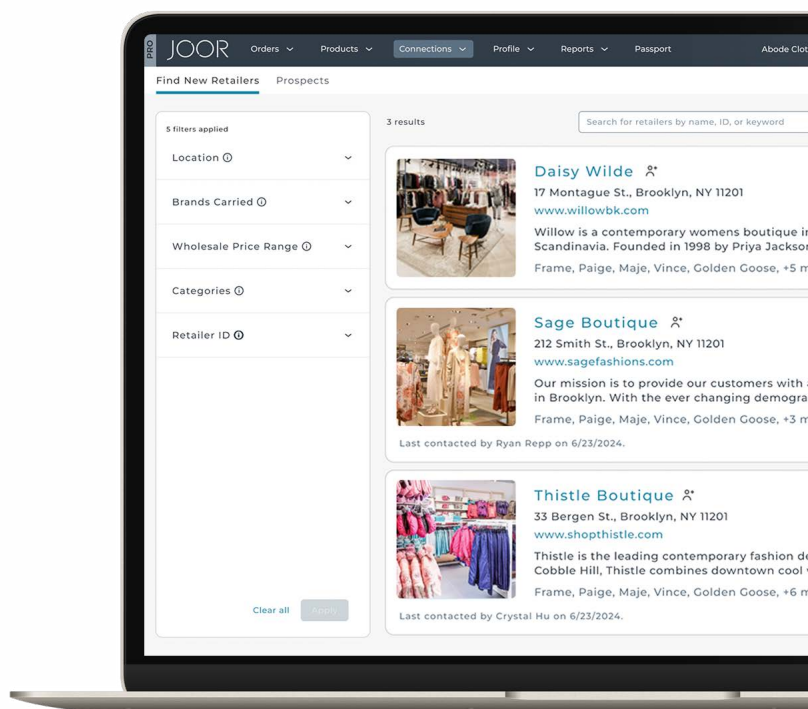


1 Highlight Available to Sell Inventory

Available-to-sell (ATS) stock that's not subject to tariffs is currently in high demand, so now is the time to capitalize on this inventory, as these same goods will likely be more expensive in the future. Create a dedicated ATS linesheet to effectively direct buyers to products that you have on hand. We also highly recommend brands take part in our upcoming [JOOR Passport](#) show, *Ready-to-Ship Style*, to gain exposure to a wide variety of retailers looking to purchase products at pre-tariff pricing. The event will focus on stock that can be shipped immediately and will include brands' bestselling evergreen styles as well as existing inventory.

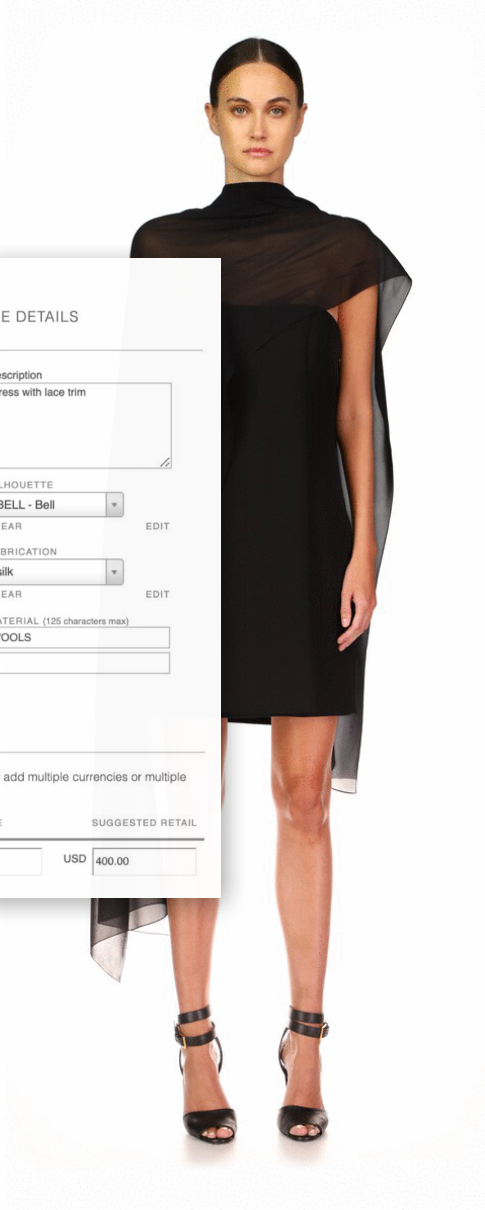
2 Adjust Your Geographic Distribution to Minimize Impact

International business and access to global markets are key for growth during this time. Both brands and retailers should leverage [JOOR Discover](#) to uncover new domestic and international opportunities regardless of where they are based. Given evidence that many retailers prefer to place a smaller initial order to test the performance of a new partner, brands may want to consider offering lower minimum order quantities to combat retailer hesitation and build trust during this volatile time.



3 *Strategically Adjust Your Pricing*

To help recoup some of the potential revenue lost to tariffs, brands should think strategically about which of their products have the room to increase pricing without negatively impacting orders. Rather than increasing prices across the board, look for products with a high perceived value and be conscious of key price breaks (for example, increasing a price from \$99 to \$109 feels like a much bigger jump than \$79 to \$89). Brands on JOOR have the flexibility to adjust pricing for styles and can even assign multiple prices per style to implement different pricing strategies and create customized pricing for different retailers.



The image shows a woman in a black, high-necked, short-sleeved dress with a sheer overlay, standing next to a screenshot of the JOOR 'EDIT STYLE' interface. The interface is divided into two main sections: '1. STYLE DETAILS' and '2. PRICING'.

1. STYLE DETAILS

*INDICATES REQUIRED FIELDS

Style Name *
Annie

Style Number *
A001

Country Of Origin
ITALY

Measurements
Length from Waist: 50cm

Heel Height
3 inches

Source Of Materials
Italy

Model Height

Description
Dress with lace trim

SILHOUETTE
BELL - Bell

FABRICATION
silk

MATERIAL (125 characters max)
WOOLS

2. PRICING

Please add pricing for this style. You may add multiple currencies or multiple prices for a single currency.

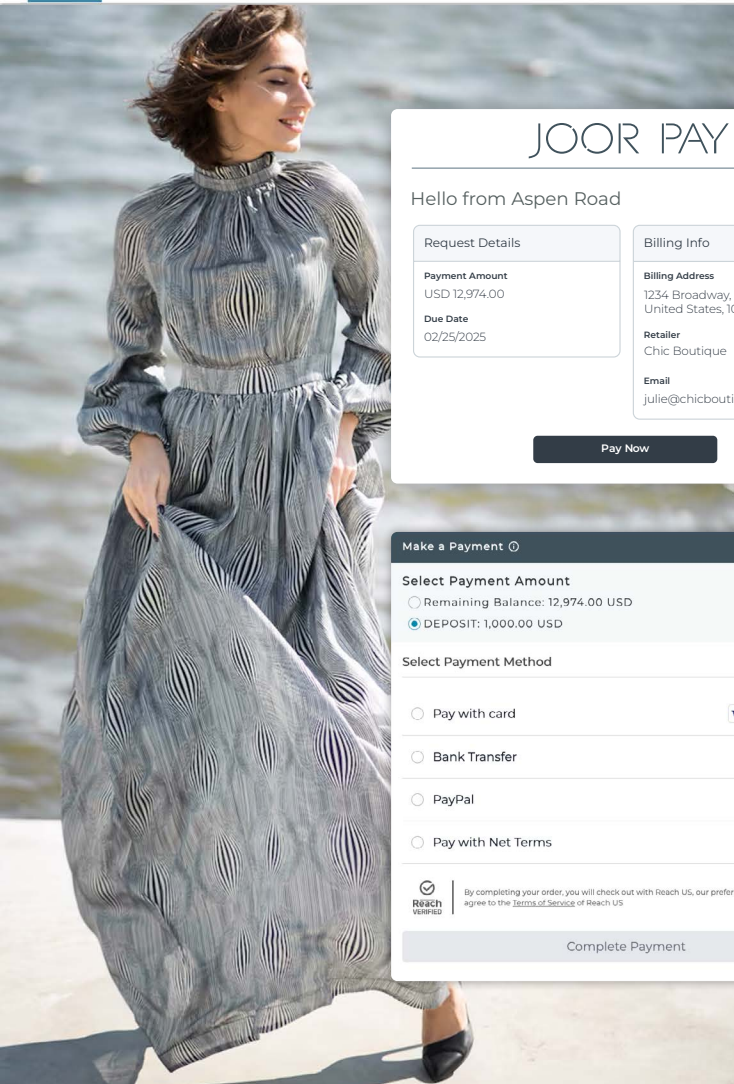
CURRENCY/PRICE LABEL *	WHOLESALE	SUGGESTED RETAIL
USD	200.00	USD 400.00

4 *Communicate Transparently with Buyers*

It's important to keep buyers informed on how your brand plans to navigate the impact of tariffs. Use JOOR's in-platform messaging to conveniently send messages and update your Brand Profile to include relevant information. Make shopping easier for buyers by sharing accurate information on Product Detail pages, such as country of origin. Remember, retailers will be on the lookout for products not subject to tariffs, so highlighting where you're shipping from could be an opportunity. Use JOOR's style information tools to create a Style Badge signifying where a product is manufactured and/or if it's tariff-free. You can also use Style Tags to highlight country of origin so that retailers can easily filter by this for tariff calculations.

5 Re-Evaluate Payment Terms to Maintain Healthy Partnerships

Brands choosing to absorb tariff costs will need systems in place to help facilitate cash flow. We recommend using [JOOR Pay](#) to easily request a deposit for orders. If you need your retail partners to bear some of the costs but you don't want to adjust product pricing, you also can use JOOR Pay to add a custom fee to the order. This allows you to capture additional revenue to cover the extra tariff cost and is a technique we expect many brands to adopt.



Aspen Road

Order #

14900110

Price Type

USD-USD

Status

Approved

Mark as Shipped

OverviewProductsPay+ Add ProductsShareCommentsDownload

JOOR PAY

Hello from Aspen Road

Request Details

Payment Amount

USD 12,974.00

Due Date

02/25/2025

Billing Info

Billing Address

T234 Broadway, New York, United States, 10001

Retailer

Chic Boutique

Email

julie@chicboutique.com

Pay Now

Make a Payment

Select Payment Amount

☐ Remaining Balance: 12,974.00 USD

☒ DEPOSIT: 1,000.00 USD

Select Payment Method

☐ Pay with card

☐ Bank Transfer

☐ PayPal

☐ Pay with Net Terms

Reach United

By completing your order, you will check out with Reach US, our preferred international seller, and agree to the [Terms of Service](#) of Reach US

Complete Payment



Conclusion

Navigating the current fashion landscape requires flexibility, reactive marketing, and a deep understanding of the wholesale channel. Moving quickly in response to changing tariffs and leveraging the capabilities of an innovative technology platform like JOOR are critical to achieve success in this retail environment. Accessibility and adaptability will be essential for both brands and retailers looking to drive growth this coming market season.



To learn more about JOOR's digital wholesale solution and request a free consultation, please visit [JOOR.com](#)

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