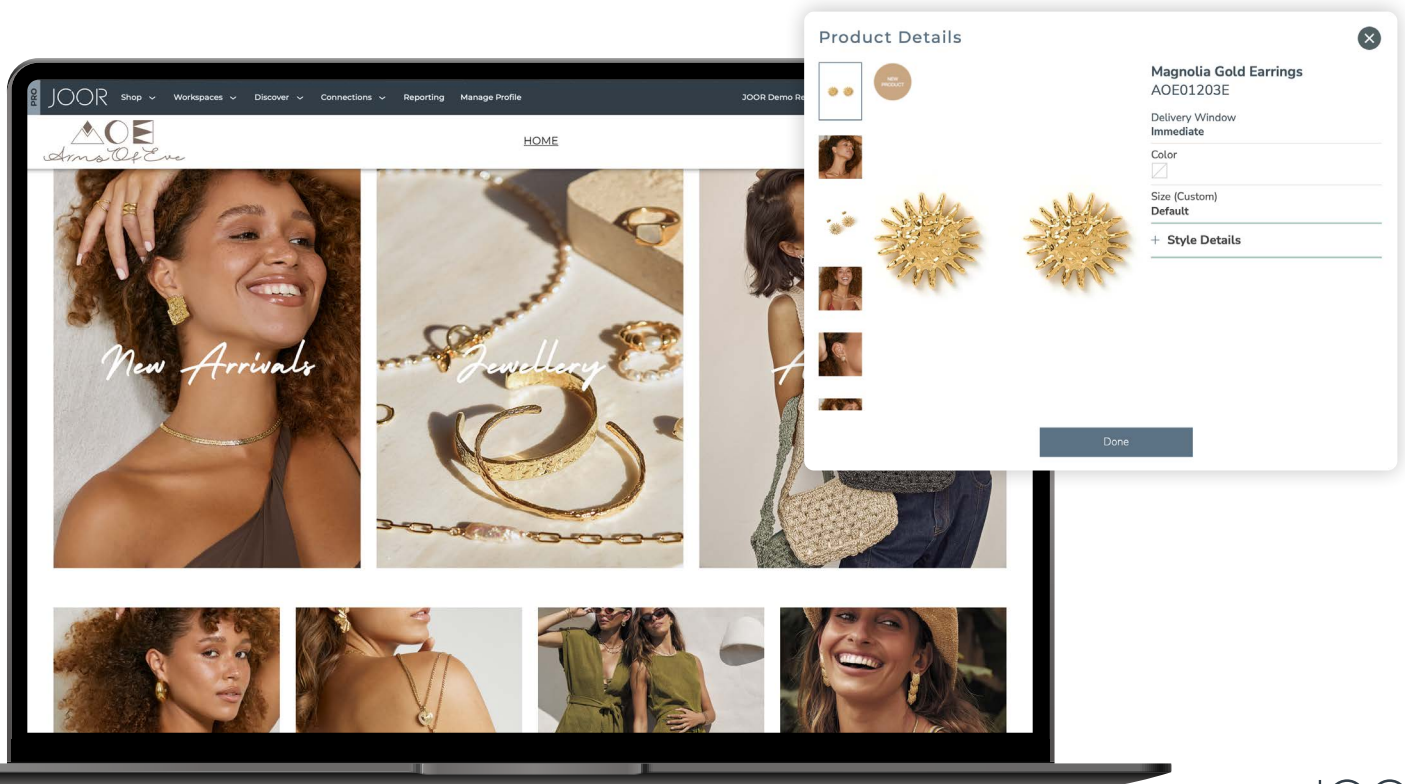


How Arms of Eve Used JOOR to Find Over 100 New Retail Partners and Drive Wholesale Growth



Founded in 2017 by Kerry Langer, Arms Of Eve is an Australian fashion brand known for its effortless affordable jewelry that celebrates beauty, defies trends, and spans seasons. Their pieces have garnered the attention of prominent media outlets including *Vogue Australia*, *Refinery 29*, and *Marie Claire Australia*, as well as celebrities including Margot Robbie, Dua Lipa, and Hailey Bieber. With a growing following, Arms Of Eve knew the next step to expanding their brand reach was to increase their wholesale business. This case study delves into how JOOR empowered Arms Of Eve to connect with over a hundred new retailers and turn these connections into lasting partnerships.

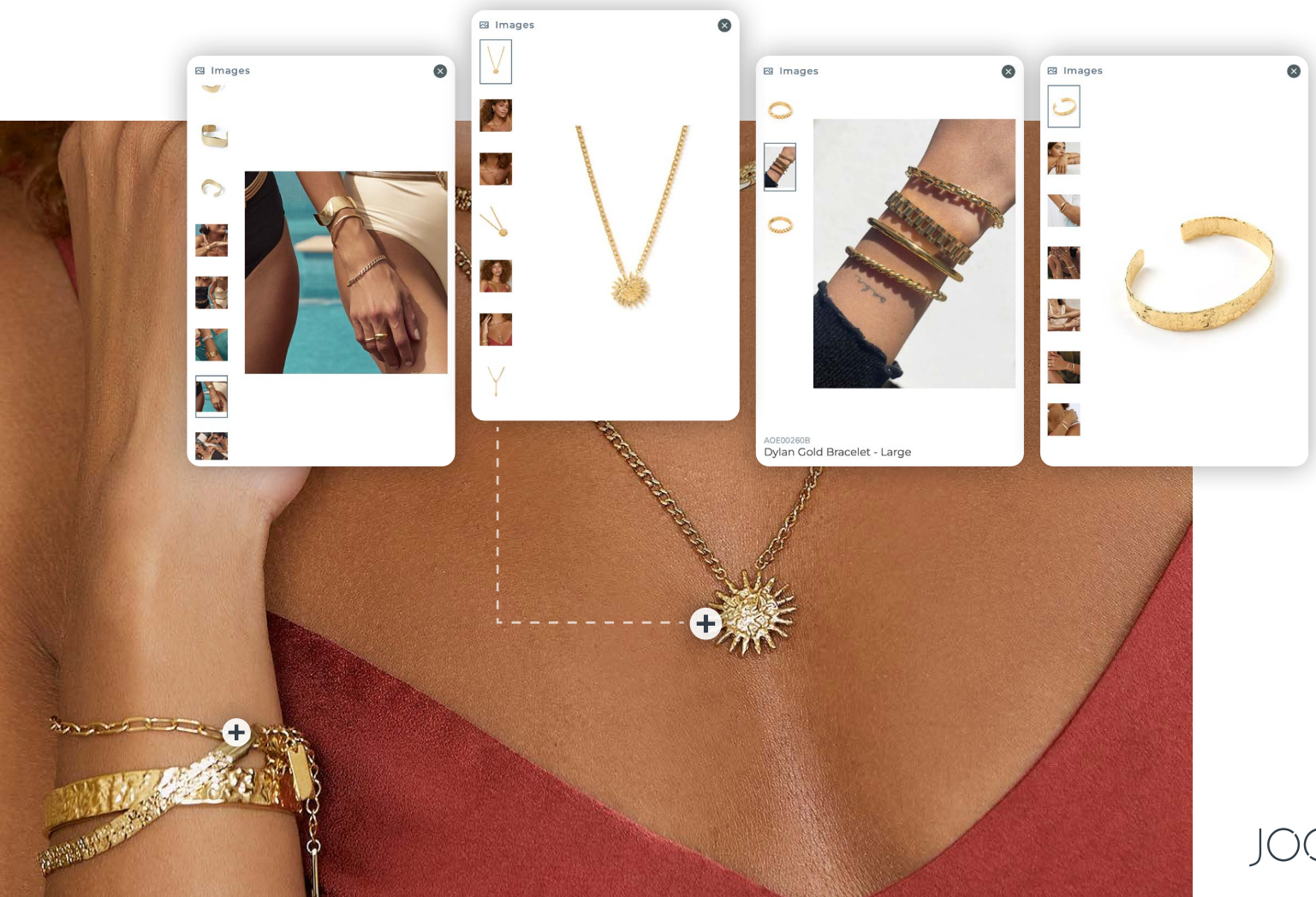


Arms Of Eve's Need to Connect with American Retailers



Before JOOR, Arms Of Eve conducted their wholesale business through in-person showrooms, by email, and via an internal B2B site managed by their ERP system. Their order management and payment processing process was cumbersome and manual, significantly impacting their operational efficiencies and retail collaboration. While showrooms catered well to their Australian clients, traditional in-person appointments failed to resonate with American clients who preferred to do business on JOOR. As Zilla Gilmour, Wholesale Manager at Arms Of Eve, recalls, "U.S. retailers don't really want to visit our showrooms or work on orders via email. All of them told us: You have to be on JOOR." Arms Of Eve also struggled to expand its retailer network beyond its existing contacts, hindering its growth potential in new markets.

Leveraging JOOR's innovative digital platform, Arms Of Eve has gained access to a vast global network of retailers, as well as tailored digital linesheets, live inventory visibility, real-time order synchronization, and in-platform payments. "JOOR was truly a game-changer for our wholesale business," notes Gilmour. "We were struggling to connect with retailers effectively and manage our wholesale orders, but JOOR opened doors we never thought possible."

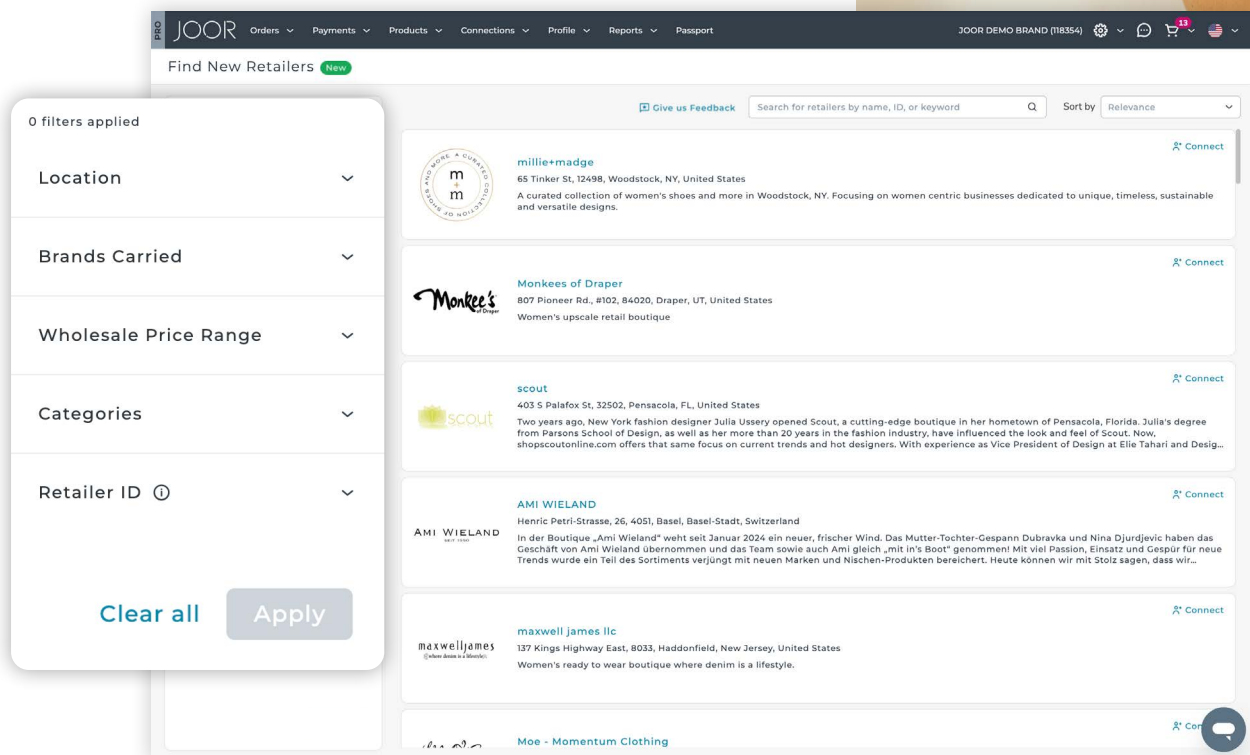
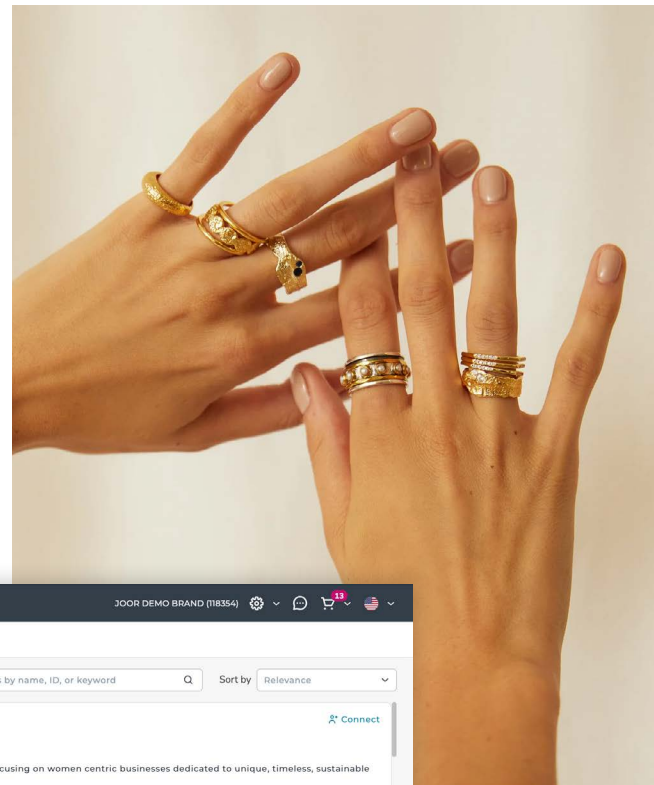


Finding New Retail Partners on JOOR and Driving Wholesale Growth



As the fashion industry's leading wholesale management ecosystem, JOOR has more brands and retailers than any other platform on the market—JOOR's extensive retailer network provides Arms Of Eve access to thousands of buyers across 150 countries. Using JOOR's retailer directory, Arms Of Eve can target specific regions for retail expansion and filter retailers by location, wholesale price range, category, and brands carried. Gilmour explains how she uses JOOR to find new retailers stating:

“With filters for country, zip code, state, and city, I effortlessly target accessory retailers by location and send personalized connection requests straight from JOOR's retailer directory. It's much better than endlessly searching on Google or scrolling through Instagram because I know I am reaching the right store and point of contact.”



Retailer profiles on JOOR provide the information necessary for Arms Of Eve to make informed decisions about their wholesale expansion. “We are highly selective of which retailers we choose to work with,” says Gilmour. “Retailer profiles on JOOR make it easy to see if a retailer will be the right fit for us. Their store images, website, and social media accounts are all linked at the top, which are factors I consider to determine if a retailer aligns with our brand.” Another powerful feature Arms Of Eve uses is JOOR’s Profile Visits, which tracks retailer views of the brand’s virtual showroom. Gilmour explains why she appreciates the insights shared on the Profile Visits page stating:

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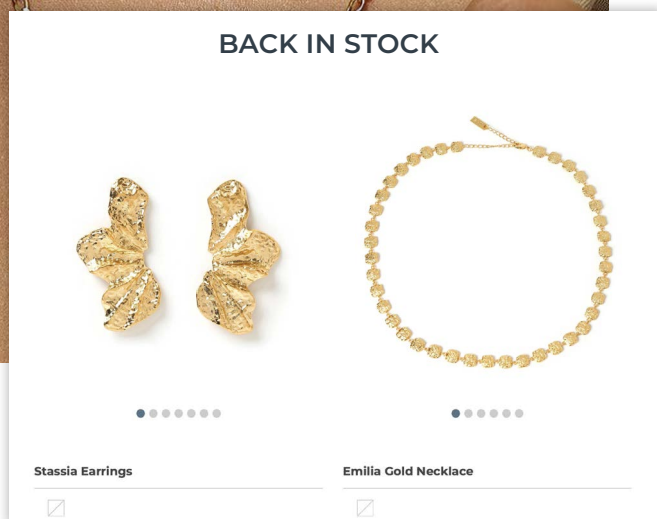
“Being able to track visits to our virtual showroom on JOOR allows us to swiftly capitalize on sales opportunities. The ability to filter between connected and unconnected retailers makes it easy to see which existing partners are looking at our collection and reach out to new stores who have shown interest.”



JOOR’s search, connection, and visitor reporting capabilities have allowed Arms Of Eve to exponentially grow their wholesale business. Gilmour summarizes the transformative impact JOOR has made stating:

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“Since joining JOOR, our wholesale sales volume has more than tripled. Thanks to JOOR, we’ve found 129 new retail partners, generating a remarkable increase in our wholesale GMV in less than a year. The revenue from these newfound partnerships now constitutes 77% of our orders on JOOR and nearly 30% of our total wholesale GMV. JOOR has far exceeded our expectations in helping us expand our wholesale reach and increase revenue.”



Strengthening and Maintaining Retail Partnerships



Arms Of Eve knows that making new connections is only half the battle. They also need to set their retailers up for success to drive repeat business, as Gilmour explains: “One of our new retail partners had a 70% sell-thru rate in their first week. On JOOR, we can set our linesheets to highlight product that is available for immediate delivery to ensure retailers can meet sudden changes in demand.”

JOOR's platform allows Arms Of Eve to easily create and share an unlimited number of digital linesheets, allowing them to personalize linesheets for different retailers. In this way, JOOR linesheets provide a better experience for retailers, driving more sales for Arms Of Eve.

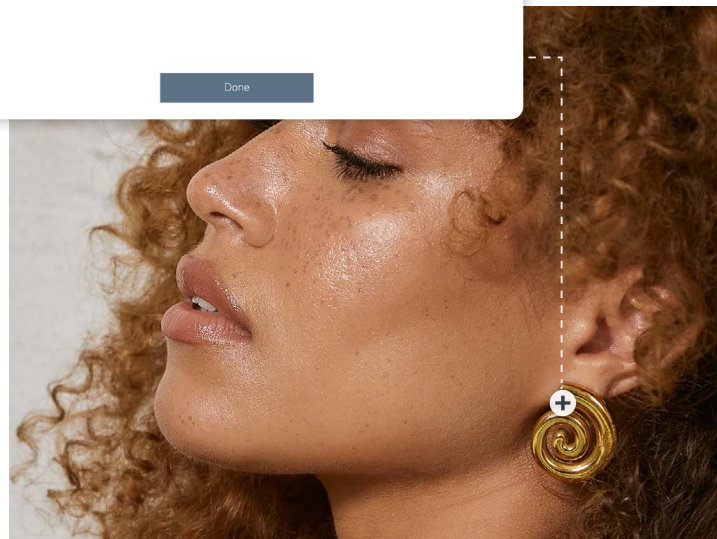
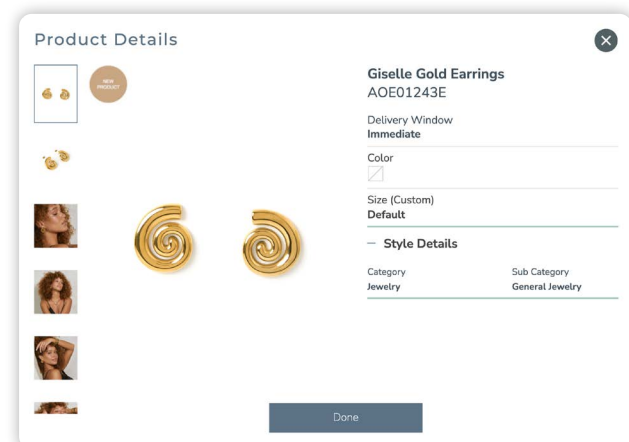
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“Our retail partners don’t want PDFs anymore. They say just send me the JOOR link. We love being able to curate our linesheets and merchandise our collection to retailers like a physical store. I recently created a linesheet with the best sellers we had in stock, sent it to all our retailers, and got 10 orders the same day.”

JOOR also helps Arms Of Eve manage their customer records, making sure they remember all of the details about their retailers.

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“I haven’t searched for a customer in our ERP since joining JOOR. It has essentially replaced our ERP as our CRM system. I use it all the time for accessing, updating, and adding customer details. Whenever I make changes in JOOR to our orders or customers, it automatically syncs with our ERP, ensuring that our data is always up-to-date across both platforms.”



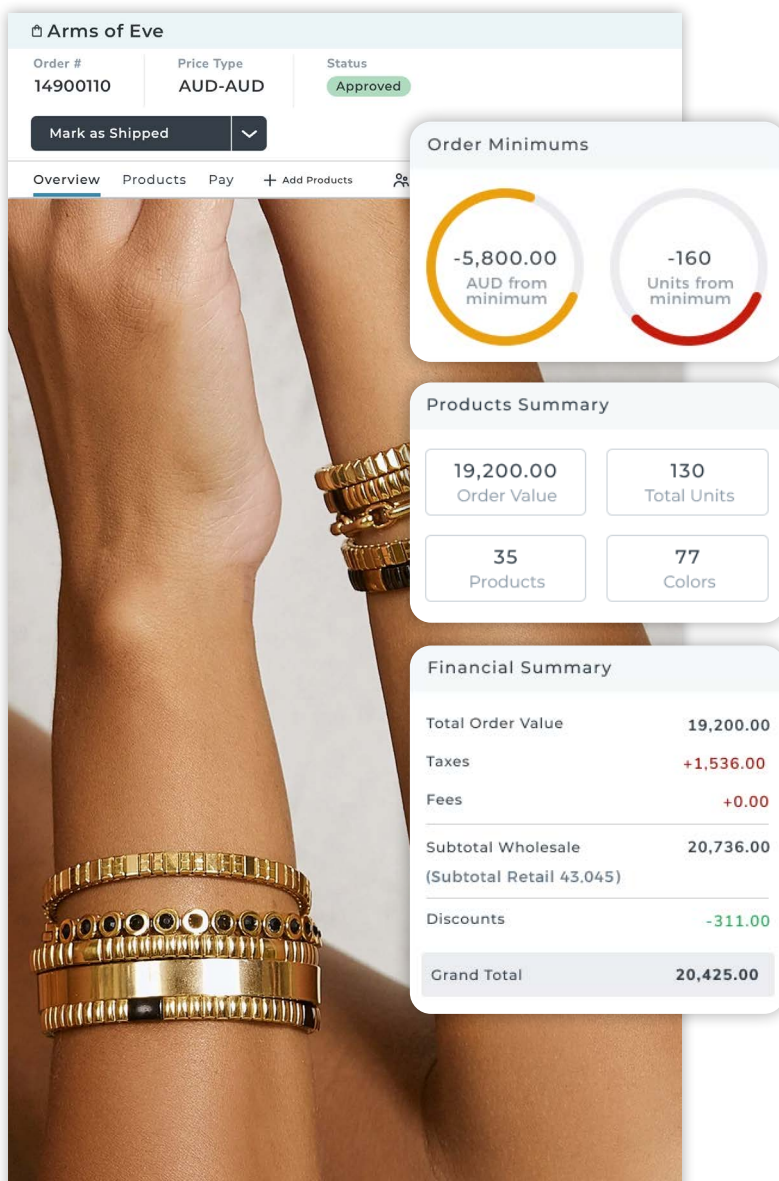
Improved Efficiencies and Real-time Inventory and Sales Visibility



JOOR's integration with Arms Of Eve's ERP system helps the brand achieve real-time inventory visibility for their retail partners and five showrooms across Australia. For Arms Of Eve, selling a product can happen as soon as a sample is complete. "We move fast at Arms Of Eve," explains Gilmour.

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“As soon as we have our samples, we're ready to sell. JOOR enables us to move swiftly, putting our products online for retailers to see immediately. With JOOR, our showrooms can start selling digitally right away, even before the physical samples arrive.”



To coordinate orders made online and in-person, live inventory from their ERP is displayed directly on JOOR's linesheets. Once an order is placed on JOOR by a retailer or submitted by a showroom, it automatically syncs back to the brand's ERP, removing that inventory from the system and eliminating the risk of overselling or stockouts. "JOOR is our ultimate ally in seamless coordination across all fronts. With live inventory displayed directly on JOOR's linesheets, our internal showroom, external retail partners, and DTC retail stores are always in sync. Whether orders are made online or in-person, JOOR ensures that everyone has accurate stock availability at their fingertips," Gilmour affirms.

Because Arms Of Eve's wholesale orders are all in one place, their entire organization has visibility into their sales activity. Gilmour no longer needs monthly wrap-ups to align her digital orders with showroom orders or answer questions about available stock. JOOR also assigns sales reps to each order, so each person can see if they are meeting their quotas.

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“With JOOR, our showrooms have seen a remarkable boost in efficiency and sales. Thanks to JOOR's order management system, sales reps are effortlessly aligned with each order, providing real-time insights into sales performance,” says Gilmour. “This efficiency allows us to spend less time coordinating and more time closing deals. In fact, sales from our New South Wales showroom have skyrocketed by 100% compared to last year, highlighting the significant impact of JOOR on improving our team's efficiencies.”

JOOR PRO Orders Payments Products Connections Profile Reports Passport Arms Of Eve

MANAGE CONNECTIONS View All (price filter off) Assign Pricing to Results

Export Details Upload sync file

Showing 1 - 60 of 433 results

VIEW 60 | VIEW 120 | VIEW 240

TOP STYLES BY UNITS VIEW STYLES

23 Albert MANLY, NEW SOUTH WALES, AUSTRALIA CONNECTED

2 of us HUNTERS HILL, NSW, AUSTRALIA CONNECTED

55 PARROTS BULLI, NSW, AUSTRALIA CONNECTED

8Fifteen INDIANAPOLIS, INDIANA CONNECTED

Abbey Dickson CHRISTCHURCH, NEW ZEALAND CONNECTED

ABOUT AESTHETICS CLAREMONT, WA, AUSTRALIA CONNECTED

Accounts IANMORLE EAST, VIC, AUSTRALIA CONNECTED

Accounts HAWTHORN EAST, VIC, AUSTRALIA CONNECTED

Accounts BROADBEACH, QLD, AUSTRALIA CONNECTED

Riley Silver Hoop Earrings

Jasmine Gold Heart Necklace

Terra Gold Bracelet

Celeste Gold Earrings

Giselle Silver Earrings

Onyx Bracelet Gold

Sinai Gold Cuff

Tauba Gold Bracelet

Tauba Gold Necklace

Streamlined Payment Processing with JOOR Pay



Arms Of Eve requires payment for an order before beginning the product delivery process. Before JOOR, Arms Of Eve had to manage payments manually, which led to errors or delays as Gilmour recalls, “There was no visibility into when someone submitted a payment. I would have to ask my manager for a weekly update on which retailers have paid. If they didn’t tell me they made a bank transfer, I would have to chase them down, which could delay delivery by a week.” JOOR’s integrated payment solution, JOOR Pay, simplifies payment processing for Arms Of Eve and its retail partners, offering secure and convenient transactions within the platform. Gilmour describes the impact JOOR Pay has made stating:

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“We use JOOR Pay for all of our wholesale orders. The seamless integration of JOOR Pay with JOOR’s ordering system makes it easy for retailers to submit payments instantaneously, accelerating cash flow and providing us with financial stability to fuel further growth.”

BEST SELLER

NEW PRODUCT

5 IMAGES AVAILABLE

AOE00820HA
Jackson Sunhat

Buy

3

AOE013
Jack
Dar

JOOR PAY

Amount: **USD 1,800.00**

Payment
Select your preferred payment method. All transactions are secure and encrypted.

- ☐ Pay with Card
- ☐ Bank Transfer
- ☐ PayPal
- ☐ Pay with 60-day Net Terms

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

JOOR’s Manage Payments page makes it simple for Arms Of Eve to send payment requests and see who has paid and who hasn’t, helping them deliver products quickly and on time. As Gilmour explains, “Retailers are impressed with our dispatch time, and it is all thanks to JOOR Pay, which has made immediate delivery truly possible for us. For example, I had an order come in at 3 pm. I saw it come through on JOOR, approved it, and the retailer paid me 30 seconds later. It was out for delivery by the end of the day.”

Transformative Results and Revenue Generated



The adoption of JOOR has yielded remarkable results for Arms Of Eve, propelling its wholesale business to new heights of success:

Benefits Arms Of Eve Received from Using JOOR



3x increase in wholesale sales since joining JOOR



Secured 129 new retail partners leveraging JOOR's expansive network



Generated significant incremental revenue from new business partners



100% increase in showroom sales after adopting JOOR



77% of orders on JOOR and 30% of total wholesale sales volume from retailers found on JOOR

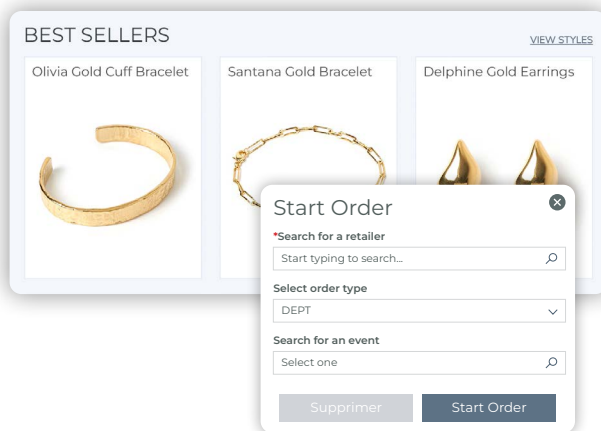


JOOR Pay streamlined payment processing from 1 week to just seconds, accelerating cash flow and improving customer satisfaction

Conclusion



The partnership between Arms Of Eve and JOOR exemplifies the transformative power of using innovative technology to drive business growth. By leveraging JOOR's digital wholesale platform, Arms Of Eve successfully expanded their market reach through new retail partners, increased wholesale sales volume, and streamlined its operational processes. JOOR also improved their retail buying experience through digital linesheets with real-time inventory updates and in-platform payment processing.



“The new retail partnerships we’ve secured through JOOR underscore the immense value that JOOR brings to fashion brands expanding their wholesale business,” asserts Gilmour. “As we continue to expand our B2B operations, we know it’s not just about growth. It’s about fostering and deepening relationships with our retail partners. With JOOR’s comprehensive suite of wholesale management and expansion tools, we’re equipped to drive revenue, foster collaboration, and achieve unparalleled success.”



To learn more about JOOR's digital wholesale solution and request a free consultation, please visit **JOOR.com**

Want to learn more about Arms of Eve? Visit [their profile](#) on JOOR.

JOOR