

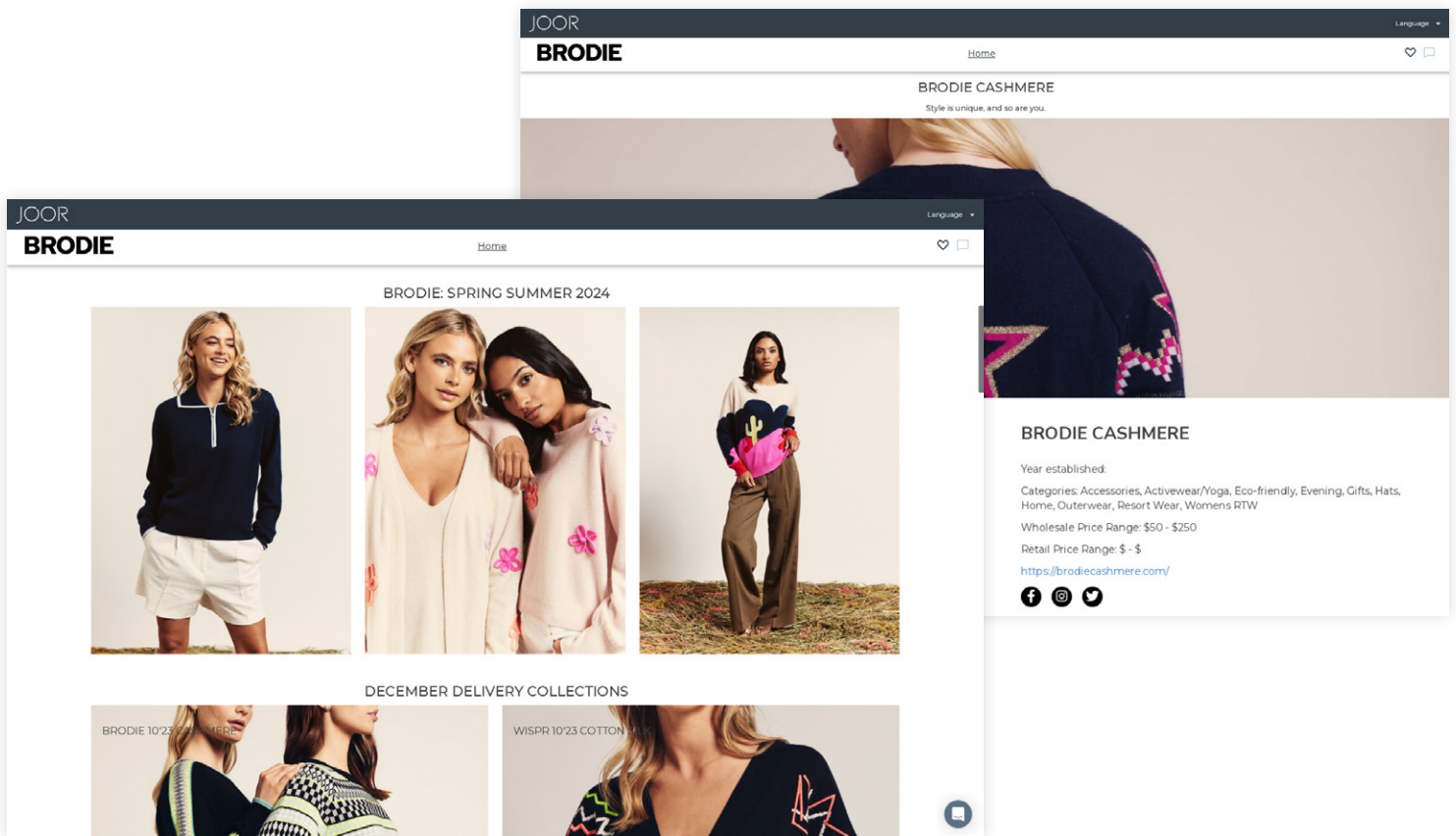
JOOR

# JOOR Enables Brodie Cashmere to Streamline Wholesale Operations and Drive Sales



## BRODIE

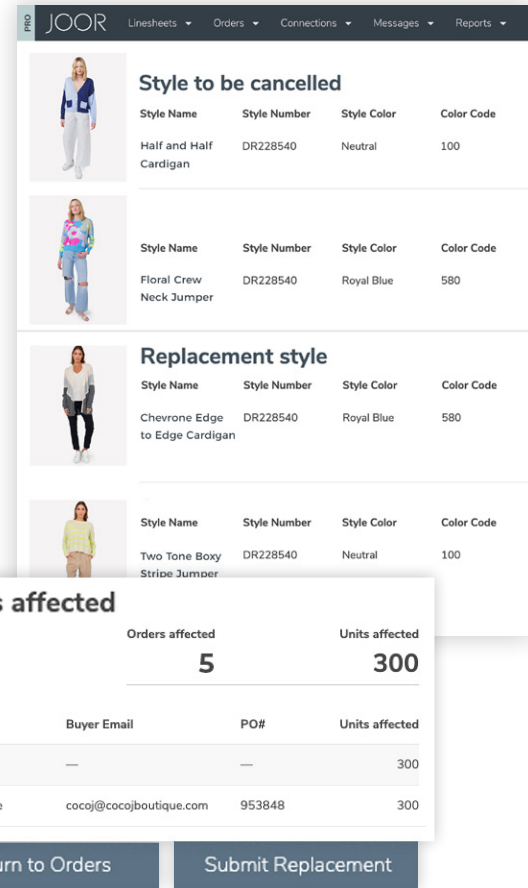
Brodie Cashmere, a UK-based luxury cashmere brand with a global presence, faced challenges with their old wholesale platform, specifically their limited network of retail buyers and the lack of ecommerce tools needed to efficiently drive their digital wholesale business. The cumbersome process of manually uploading orders and limited media tools hindered their efficiency and ultimately their growth. Seeking a solution that would improve the effectiveness of their wholesale operations and align with their existing processes, Brodie Cashmere turned to JOOR, a renowned B2B fashion wholesale management platform. This case study explores how JOOR empowered Brodie Cashmere to **revolutionize their wholesale business, improve buyer engagement, and achieve remarkable results.**





## Streamlined Ordering Process and Enhanced Buyer Experience:

Before adopting JOOR, Brodie Cashmere struggled with the time-consuming task of manually processing orders. Emilia Malyon, Wholesale Marketing Manager at Brodie Cashmere, explains, ***“Before JOOR, it used to take the team a whole day just to place an order. We had to jot down notes and then painstakingly upload them into our ordering system, which often led to errors and mistakes.”*** However, with JOOR, their order placement process became seamless and efficient. Buyers could easily view products and color swatches, reaping the benefits of a shopping experience similar to an ecommerce website. Furthermore, during in-person appointments, JOOR’s iPad app enabled Brodie Cashmere to add a digital element to their physical showroom. If they didn’t have a color of a certain product, they were able to quickly pull up different options via the app to show various alternatives in real time.



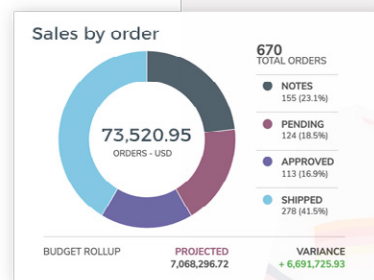
## Wide Global Network and Swift Integration:

Brodie Cashmere was impressed by JOOR’s extensive global network of 14,000 brands and over 600,000 buyers, which included a high adoption rate among their current retail partners. Emilia Malyon attests, ***“JOOR was a perfect match for us. 99% of our retail partners were already JOOR users. It was a natural fit, seamlessly aligning with our existing wholesale operations. We were able to integrate quickly and begin working with our buyers instantly thanks to JOOR’s incredibly wide global network.”*** The ease of integration enabled them to place orders instantly, facilitating a seamless transition to the new platform.



## Improved Sales and Reporting Capabilities:

JOOR's impact on Brodie Cashmere's sales performance has been significant. The platform's reporting tools have proven invaluable in identifying best-selling products by region, eliminating the need to ask retailers for their in-store best sellers. By leveraging JOOR's reporting capabilities, Brodie Cashmere gains valuable insights that influence their inventory planning, production decisions, and even their design choices for upcoming collections.



“JOOR has definitely boosted our sales. It’s super easy to pull reports and compare which styles are performing the best by product or season.”

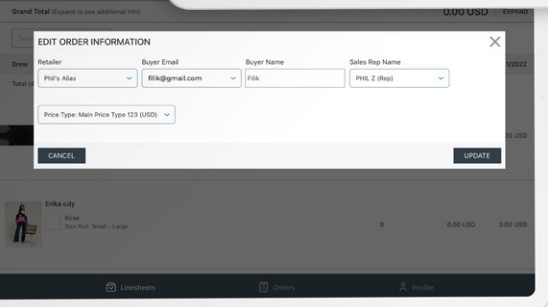
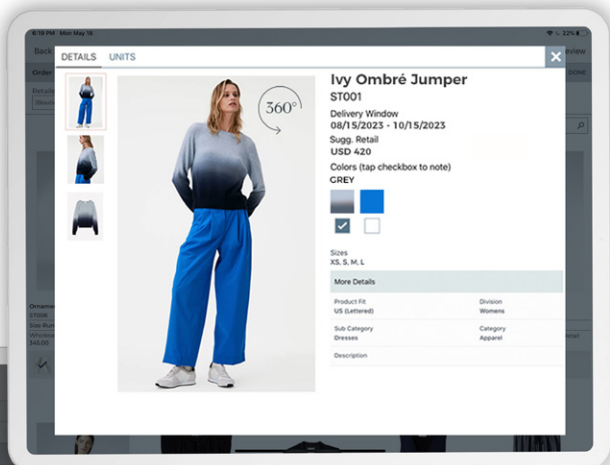
**Lana Rush**

*Head of Marketing & Communications at Brodie Cashmere*



## Efficient Customer Relationship Management:

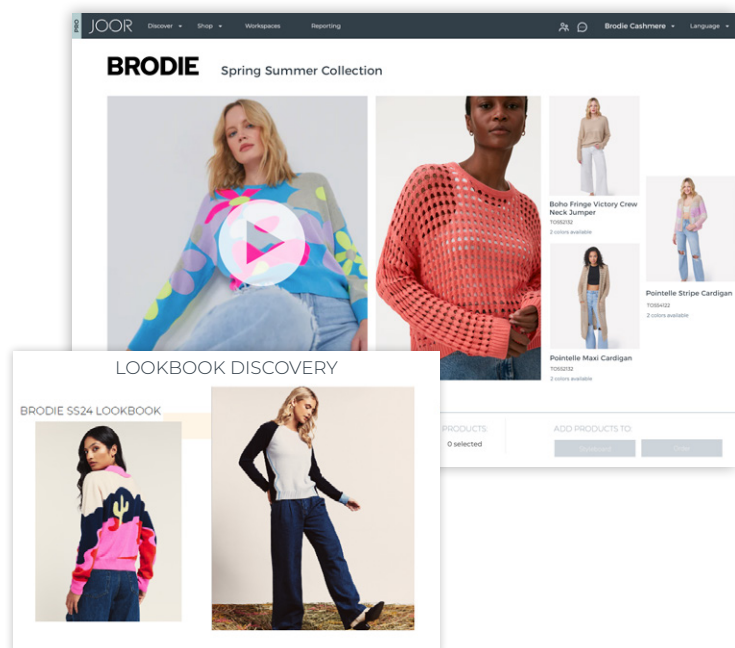
JOOR simplified the customer relationship management process for Brodie Cashmere, providing them with an efficient and time-saving solution. Lana Rush highlights, **“Gone are the days of tedious back-and-forth emails to set up customer records post-tradeshow. With JOOR's iPad app, we can effortlessly create a complete customer profile right on the showroom floor in a matter of minutes.”** This streamlined process enables Brodie Cashmere to input crucial customer information, such as store names, phone numbers, and VAT details, in real-time, enhancing the brand's relationship management capabilities.





## Virtual Showrooms and Digital Lookbooks:

Brodie Cashmere found JOOR's Custom Profile and The Edit features to be particularly impressive. The ability to create captivating virtual showrooms and digital lookbooks enriches their storytelling capabilities and allows them to showcase their brand in a visually immersive manner. Emilia Malyon notes, ***"The Edit is an absolute favorite of mine! It's the perfect tool for curating shoppable lookbooks. I handpick products that I believe would suit my buyers' stores, and they can effortlessly browse and shop their favorite styles right within the digital lookbook."***





JOOR PAY

NET TERMS

Confirm Purchase

Verify and confirm purchase amount

Credit Line

\$5,000.00

Credit Available

✓ \$2,855.11

Total

🛒 \$2,372

Seller

With Reach LLC 2

CONFIRM PURCHASE

Cancel & Return to Checkout

Buy Now Pay in 60 days

JOOR PAY

NET TERMS

✓ Zero Fees, Zero Interest

✓ One-time Application to Quality

✓ Enhance Buying Power

Apply Now

Wave Stripe Crew Neck Jumper

Sizes: XS, S, M, L, XL

Delivery Window:

08/15/2023 - 10/15/2023



## Payment Terms:

JOOR's flexible payment terms enable Brodie Cashmere to cater to the diverse needs of their customers. With the ability to set different payment terms for repeat customers and newer prospects, Brodie Cashmere is able to provide a personalized and tailored approach to their clients' payment preferences such as 30 day or 60 day net terms, or payment upon receipt of goods.



“I love the ability to add teaser videos to our Custom Profile. I can quickly update the video with our best sellers with just one click of a button.”

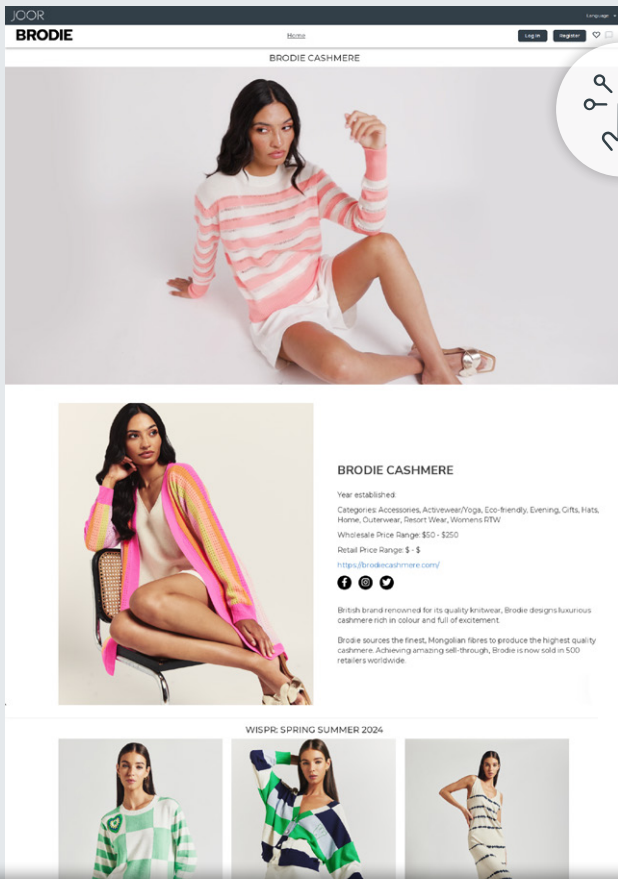
Lana Rush

Head of Marketing & Communications at Brodie Cashmere



## Remarkable Results and Future Growth:

The implementation of JOOR has yielded remarkable results for Brodie Cashmere. The time required to create a customer profile **decreased from a day of back-and-forth emails to just five minutes**, boosting the team's operational efficiency and enabling faster engagement with potential buyers. Additionally, **out of their 1,800 retail customers, only a handful were not using JOOR**, facilitating seamless order placement with existing and new clientele. Brodie Cashmere's partnership with JOOR has not only optimized their wholesale operations but also paved the way for continued growth and success in the luxury cashmere market.



## Final Takeaways

JOOR has proven to be the ideal wholesale management platform for Brodie Cashmere, **enhancing their buyer experience, streamlining operations, and driving sales growth**. With the ability to swiftly process orders, leverage comprehensive reporting tools, and efficiently manage customer relationships, **Brodie Cashmere experienced a significant transformation in their wholesale business**. By capitalizing on JOOR's features and capabilities, they've positioned themselves as an industry leader, achieving sustainable growth while maintaining their commitment to responsible supply chain practices.



To learn more about JOOR's digital wholesale solution and request a free consultation, please visit **[JOOR.com](https://www.joor.com)**