

RETAIL

Neiman Marcus streamlines wholesale buying productivity by 40pc

March 27, 2018



Joor's mobile application solution for retail buyers. Image credit: Joor

By STAFF REPORTS

Department store chain Neiman Marcus is working with digital wholesale marketplace JOOR to ease the innumerable pains that come with back-end buying duties.

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Launching March 27, JOOR's new Retailer Platform is looking to make the retail buyer's job easier and increase productivity by 40 percent. Replacing tired spreadsheets and physically having to write down inventory, JOOR allows buyers to grab their iPads to manage wholesale buying.

"Still burdened with manual processes across different systems and documents, the wholesale industry needs one platform where brands and retail buyers can connect for faster, easier and smarter transactions across all of their business relationships," said Kristin Savilia, CEO of JOOR, in a statement. "JOOR is that platform, and partnering with an industry leader and innovator like Neiman Marcus Group is an important confirmation of this industry need and our vision."

By buyers for buyers

JOOR worked with Neiman Marcus and its company of tech professionals as well as actual retail buyers to develop and fine-tune the new product.

The new Web site and complementary mobile application digitize the wholesale process from start to finish.

While retailers and fashion brands are fully embracing digital with new methods of doing things taking over, the buying aspect of the industry has remained largely unchanged.

JOOR calls its new platform a "by buyers, for buyers" system, eliminating manual processes and other tiresome lasting duties.

Users will now be able to view all of their companies' collections, create merchandised looks and plan assortments before buying in a seamless manner. This eliminates the currently disjointed view of brands' collections.

A budget tracker also helps team members tell if they are on track or not. As well as that, the system also includes a

collaborative aspect that allows all members to view the wholesale buying process across all departments and locations.



JOOR' Wholesale buying app. Image credit: JOOR

"Collaborating with JOOR to modernize the team's approach to market aligns with Neiman Marcus' longstanding tradition of innovation and retail leadership," said Nathan Johnson, senior vice president of merchandise planning at Neiman Marcus Group, in a statement. "We see JOOR as an important tool to reduce friction in the purchase order process, freeing up merchant time to focus on driving assortment differentiation.

"When this increased efficiency is coupled with improved real-time visibility into buying decisions we believe there is tremendous potential to not only improve sales and margins, but, more importantly, to improve the customer experience."

Brands on JOOR's platforms will also be able to use the platform, which was developed with help from Neiman Marcus.

In December, JOOR added several senior executives to its management team to oversee mission-critical areas such as technology, sales and marketing.

JOOR assists more than 3,000 brands and 175,000 retail locations by operating a digital wholesale platform that serves the needs of both buyers and sellers. Headquartered in New York, JOOR works with brands such as Marc Jacobs and Balmain and retailers including Neiman Marcus to more efficiently streamline merchandising ([see more](#)).