

RETAIL

Holt Renfrew digitizes buying via mobile-first system

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Holt Renfrew is partnering with Joor. Image credit: Holt Renfrew

By STAFF REPORTS

Canadian department store chain Holt Renfrew is mobilizing its wholesale buying process through an exclusive partnership with digital data exchange Joor.

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Through the Joor platform, buyers can browse and place orders from brands, making the wholesale experience faster and less prone to error. Holt Renfrew is Joor's first exclusive retail partner from Canada, and joins other luxury brands including Neiman Marcus, Printemps and Harrods ([see story](#)).

"As the industry leader, we fully understand the manual and time-and-people intensive pain points that brands and retailers experience in exchanging wholesale data and transacting every day," said Kristin Savilia, CEO of Joor, in a statement. "Joor is the industry data exchange where all brand sellers and retail buyers can connect for faster, easier and smarter transactions.

"We are thrilled to be working with an influential and forward-thinking retailer like Holt Renfrew to continue to transform wholesale across North America and the globe," she said.

Rethinking wholesale

Launched earlier this year, Joor's Retailer Platform looks 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 ([see story](#)).

Joor says its Web-based and iPad applications also allow for faster order confirmations.

Starting later this year, every order placed by Holt Renfrew will come through Joor. Through the platform, buyers can create looks from full collections of designers such as Balenciaga and Stella McCartney to plan merchandising.



Joor's Retailer Platform. Image credit: Joor

Holt Renfrew's recent in-store management transformation demonstrates how omnichannel begins from within a business before extending outward to appeal to consumers.

Omnichannel and digital has been difficult for the luxury industry, as the sector is heavily rooted in hands-on service, which digital essentially takes away. During the session "Digitizing the Store: Bringing the Online Experience Alive" at Luxury Interactive on Oct. 18, a Holt Renfrew executive detailed how the retailer saw success by arming store associates with a special application for an omnichannel experience ([see story](#)).

"Joor offers us the ability to exchange data with our vendor partners faster, offering Holt Renfrew a great advantage in today's dynamic retail world," said Robert Zeidel, chief operating officer at Holt Renfrew, in a statement.

"Implementing Joor has made the buying process more efficient, ultimately shortening appointment times, enabling us to strengthen our relationships with our valued vendor partners."

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