

## JOOR's Kristin Savilia: Luxury Woman to Watch 2020

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Kristin Savilia

By STAFF REPORTS

*Luxury Daily* annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Kristin Savilia, CEO, **JOOR**

*"Traditionally, brands and retailers have had a specific way of doing business and are comfortable with the processes in place: manual spreadsheets. Or even pen and paper in some situations"*

What do you like most about your job?

Being a part of the digital transformation of this industry.

JOOR's platform solves pain points that I experienced first hand as a buyer at Macy's: things like manual assortment planning processes and inefficient order-placing and tracking.

Not only do I truly believe in our product and how we're positively disrupting these cumbersome processes, but I also understand the problems it solves and am extremely passionate about how we can continue moving our industry forward.

What is the biggest challenge in your work?

Wholesale's business-as-usual.

Traditionally, brands and retailers have had a specific way of doing business and are comfortable with the processes in place: manual spreadsheets. Or even pen and paper in some situations.

Moving to digital requires them to move out of their comfort zone. Once we get them over the hump, they realize automation can not only be accessible and simple, it can totally change the game.

Putting the administrative aspects of wholesale online provides a huge advantage: newly-found time, human and financial resources they can redirect towards growth. That first step is always the hardest, but always results in a win.

What is your work priority for 2020?

To keep pushing for the wholesale industry's advancement and growth. Here's why.

Fast-evolving technologies are giving us access to data that offer all kinds of opportunities. Like access to understanding consumer demand without the long-standing delays that come with working in spreadsheets. But insight is only good if you can access it.

We need to promote the free flow of data so teams can act quickly. This means breaking down silos and artificial constructs like "front end" and "back end," both within our companies and between wholesale partners both brands and retailers as much as possible.

The bottom line is that wholesale, including the luxury segment, is an interconnected and interdependent ecosystem. The faster we can pivot together, the better we can adapt and turn these challenges into opportunities.

What is your proudest achievement in luxury?

JOOR's heritage started in luxury.

Since joining JOOR, we created a pilot program in partnership with Neiman Marcus to look at how we can connect both sides of the wholesale. We set out to fully reimagine the journey, from setting market appointments to tracking orders and managing budgets in real time, to digitally curating assortments and efficiently measuring and analyzing results.

All-in-one platform: With the support of Jim Gold, the Neiman Marcus team helped us drill down into needs so we could successfully iterate for every pain point.

In the end, we created a smooth and smart online buying experience: JOOR for Retailers. It's available in Pro and Lite, our free tier, and has come to benefit the entire industry.

How do you see luxury evolving in 2020?

Emerging and recovering markets offer luxury interesting opportunities.

According to [JOOR's Trend Edit](#) data collected from the JOOR Global Platform of 8,600-plus brands and 200,000-plus retailers in 144 countries, transacting over \$29 billion in lifetime GMV South Africa shows a 69 percent 2018-2019 spike in GMV, with West, East, and North Africa also dynamic at 57 percent, 53 percent and 43 percent, respectively. Some [analysts](#) have described Africa as the frontline for luxury.

Additionally, emerging South American markets for example, Brazil, Chile, Colombia, Peru enjoyed a 60 percent 2018-2019 GMV increase. And recovering markets in Southeastern (57 percent GMV increase) and Southern (53 percent GMV increase) Europe have potential, as do emerging markets in Eastern Europe and Western and Central Asia for example, Russia, Ukraine, Bulgaria, Poland, Turkey, Armenia, Georgia, Kazakhstan, Kyrgyzstan, etc. at 30-35 percent.

[Please click here to see the entire Luxury Women to Watch 2020 list](#)

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