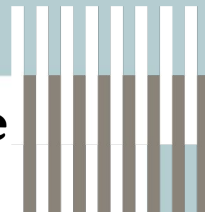


HOW SUSTAINABLE BRAND **TRIBE ALIVE** STREAMLINED PROCESSES AND POWERED WHOLESALE GROWTH

tribe alive



"Whether you are a small and growing company like ours, or a larger established brand, JOOR can provide the customer support and smart efficiencies needed to turn the opportunity of online into wholesale growth."

-- Hannah Paul, Director of Brand Development, Sales and Ethics, Tribe Alive

200% COMPANY
GROWTH*



138% RETAILER
GROWTH*

THE BRAND

Tribe Alive gives women globally the means to sustain their families and build their communities through its manufacturing and marketing of handmade designs. Tribe Alive's unique business model values the needs of the environment and the maker as much as the needs of the consumer.



THE CHALLENGE:

Showrooms alone weren't getting the Tribe Alive mission across to buyers fully. Wholesale success depended on finding a way to consistently communicate the brand's story because it's an essential part of their product.



THE APPROACH:

Tribe Alive was recommended JOOR by a colleague familiar with the industry. Moving their wholesale business online gave the brand the ability to clearly and compellingly explain everything that goes into the making of ethical, slow fashion.



ADDED VALUE:

100% 

of Tribe Alive's growth went into expanding their business with female artisans.

90% 

of Tribe Alive's wholesale growth went into the alleviation of poverty and long term social and economic benefits around the world.

*over 9 month period

www.joor.com/brands

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