



How Resort Wear Brand, My Beachy Side, Relies On Joor To Amplify Their Sustainability Story And Increase Outreach

| *sustainability* | *new connections* | *virtual tradeshow* |

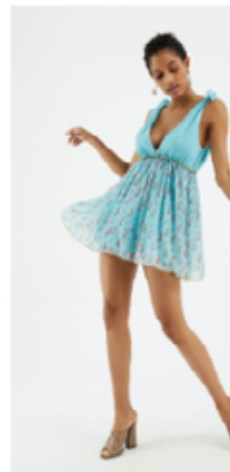


Founded in 2015, My Beachy Side creates crocheted resort wear, beach wear and accessories, all handcrafted in Turkey utilizing traditional artforms passed down through generations. Using no mass production, the brand has a strong commitment to sustainability and social responsibility, from the use of organic dyes and minimizing excess waste, to creating a welcoming community to the women they employ. As an integral part of its brand ethos, My Beachy Side sees sustainability not only as an environmental issue, but as a cultural and social one as well. The brand provides stability for disadvantaged women and their families--many of them refugees--with a safe work environment where they earn fair wages set at their own price in an uplifting atmosphere.

After working with another B2B management platform that did not suit their needs, My Beachy Side joined JOOR and found it was an ideal fit to help them grow their business.

JOOR

FABRIC SS21



CHALLENGE:

Finding new retailers to expand into new geographical areas

With a global customer base composed primarily of small boutiques and some larger retailers, the brand seeks more efficient ways to find new retailers and pinpoint geographical areas of growth.



As a smaller brand with sustainability at the core of its mission, My Beachy Side also tries to find more ways to communicate their story and reduce their carbon footprint any way they can.

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 **SOLUTION:**

How JOOR has helped with brand and retailer discovery

The tools and insights on the JOOR Discovery Dashboard have made outreach approximately **2X** more efficient, because they can see which clients are interested in their products. Previously, reps from My Beachy Side had to rely on Google searches and cold calls to find new retailers, with little success rate. With JOOR, the brand can see which retailers have shown interest by viewing their profile, and which have come back multiple times, allowing My Beachy Side to prioritize their efforts when reaching out to new buyers.

SHOP →



"I cannot say enough good things about the team at JOOR. There's so much engagement and the platform is really responsive. Clients are very involved with the product and it's great to give feedback and work with the JOOR teams."

Rebecca Thomas,
Managing Director of My Beachy Side

JOOR

THE SUCCESSES:

250
new
connections

60,000
GMV
increased in July
through hybrid
event

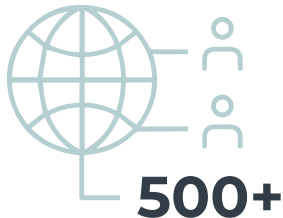
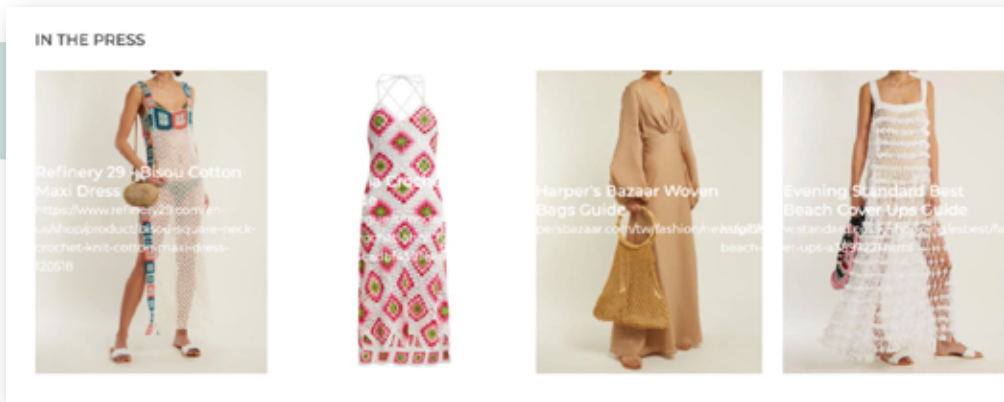
JOOR's platform has also introduced new hybrid platforms for the brand —My Beachy Side had great success with the in-person resort event, Cabana. Over 250 new connections were created and 60,000 GMV increased in July from the event.

“JOOR has made outreach so much easier. With traditional means such as Google campaigns, you're not able to find the retailers that you can through JOOR. Through JOOR, our company is able to see who is interested in us on the Discovery Dashboard. This allows us to scale our approach when interacting with other buyers.”

Rebecca Thomas,
Managing Director of My Beachy Side

JOOR

THE SUCCESSES:

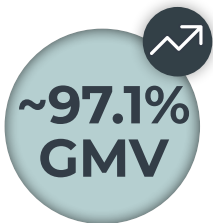


500+

**new connections -
more organic visibility with
international retailers**

MORE EXPOSURE

JOOR has helped My Beachy Side reach out to new potential retailers and focus on growth. Whether virtual or in-person, they have enjoyed access to large luxury retailers they otherwise would not have an opportunity to connect with, thanks to hybrid shows found on JOOR Passport.



**growth between
September Market and
June/July Market**

GREATER EFFICIENCIES

As a small brand with a lean team, My Beachy Side has come to rely on tools like the Discovery Dashboard and JOOR Passport for data, solid leads, and exposure to bigger clients.



30.9%

**of retailers initiated
connections and
placed orders**

BETTER SUSTAINABILITY STORYTELLING AND ALIGNMENT

JOOR has enabled the brand to communicate their story and brand values more effectively, showing buyers their unique point of difference beyond linesheets and edits. Having all of their resources in one place for buyers adds validity, an important advantage for a smaller brand. JOOR has also helped them further their sustainability mission by reducing travel and shipping of goods, in turn minimizing their carbon footprint.

JOOR

Discover, collaborate and transact with retailers worldwide, on the leading digital wholesale platform. Join JOOR Today. [joor.com/demo](https://www.joor.com/demo)