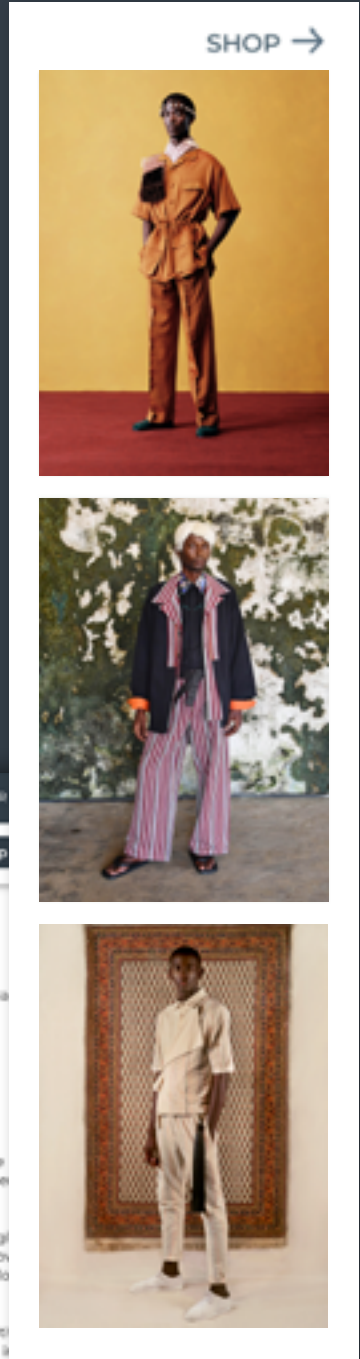




How Ethical Fashion Initiative Uses JOOR to Help Emerging Brands Reach a Global Network


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



JOOR Discover + Shop Assortments Connections Messages Reporting

ITC Ethical Fashion Initiative

Home Shop






ETHICAL FASHION INITIATIVE

Year established: 2008

Categories: Accessories, Handbags, Jewelry, Mens RTW, Womens RTW

Wholesale Price Range: \$50 - \$1000

www.ethicalfashioninitiative.org

The Ethical Fashion Initiative is proud to present the collections of five designers from its Designer Accelerator available for purchase exclusively on JOOR.

Following one year of mentorship by world-known global fashion experts, HAMAJI, SUJAVE and KATUSH are now showcasing their second and final collections, developed in collaboration with EFI.

For the first time this year, the Ethical Fashion Initiative is presenting the first collections of two brands based in Ivory Coast: LAURENCEAUBLINE and OHIRI.

The dynamic collections are a nod to the richness and creativity of their respective African countries, noted for their use of sustainable materials. Traditional techniques fused with modern touches transform simple pieces into those that are truly unique.

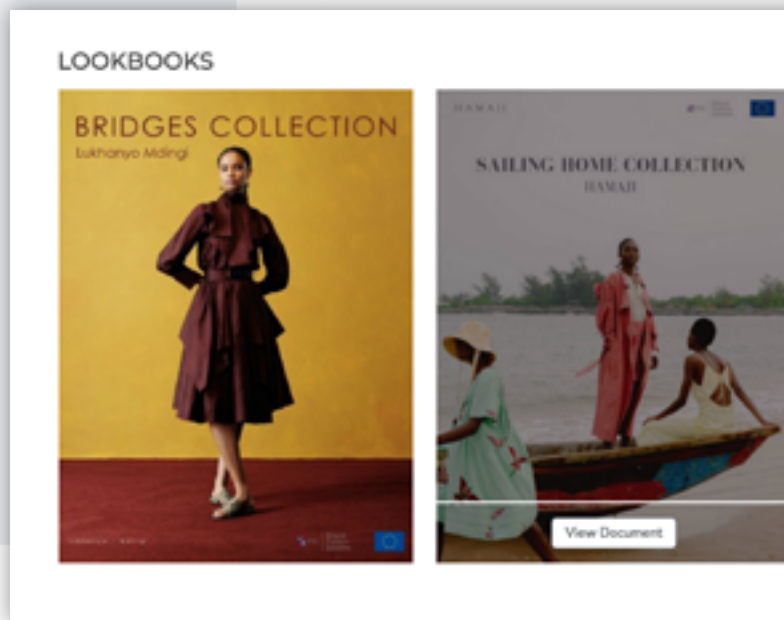
The EFI is a flagship programme of the International Trade Centre, a joint agency of the United Nations and the World Trade Organization.



The Ethical Fashion Initiative (EFI) was founded in 2009 as a public-private partnership with a UN program. Intended to bridge the gap between international economic development and ethical practices in the fashion industry, EFI supports **sustainability initiatives, ethical fashion products, and the development of emerging brands.** Currently, EFI chairs the UN Alliance for Sustainable Fashion, an initiative designed to contribute to Sustainable Development Goals through coordinated action in the fashion industry. As a proud partner of the European Commission Directorate-General for International Partnerships (EU INTPA), responsible for formulating the EU's international partnership and development policy, EFI receives continued support towards its mission to create sustainability in fashion and economic growth for emerging brands.

“There are many reasons for joining JOOR and EFI saw enormous upsides to being on the platform. But the main reasons EFI chose JOOR is that JOOR is the leading player in the luxury fashion industry and could provide the participants of our Designer Accelerator with maximum visibility with JOOR’s global retailer network.”

— Sadiath Alimath Aminou,
Merchandising and Sales Adviser



The Challenge

Discovering retailers to foster expansion into new regions

EFI's Designer Accelerator is a program with a focus on ethical fashion brands from Africa that lack support to accelerate in the global marketplace, but EFI needed a solution to their issue of global reach. With the goal to help participating Designer Accelerator brands and designers maximize their visibility to global wholesalers and retailers, EFI was looking for a leading wholesale marketplace. Unfortunately with the onset of the global pandemic and the elimination of in-person tradeshows, Designer Accelerator brands and designers lost valuable opportunities to connect with ethical wholesalers and retailers. EFI needed an immediate solution that could support the growth of these emerging fashion brands by showcasing their designs to international buyers virtually.

LINESHEETS

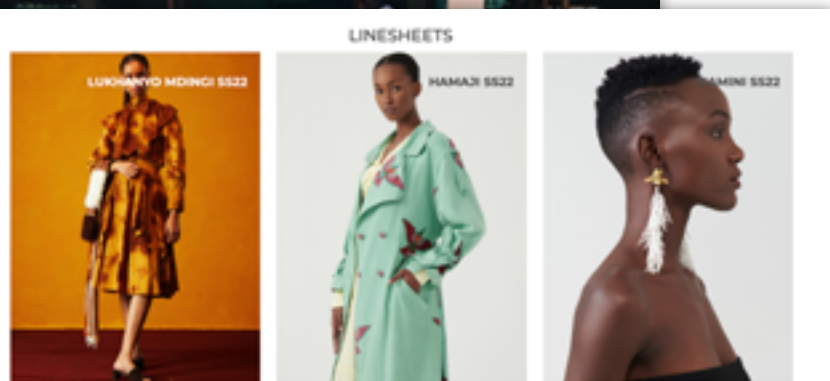
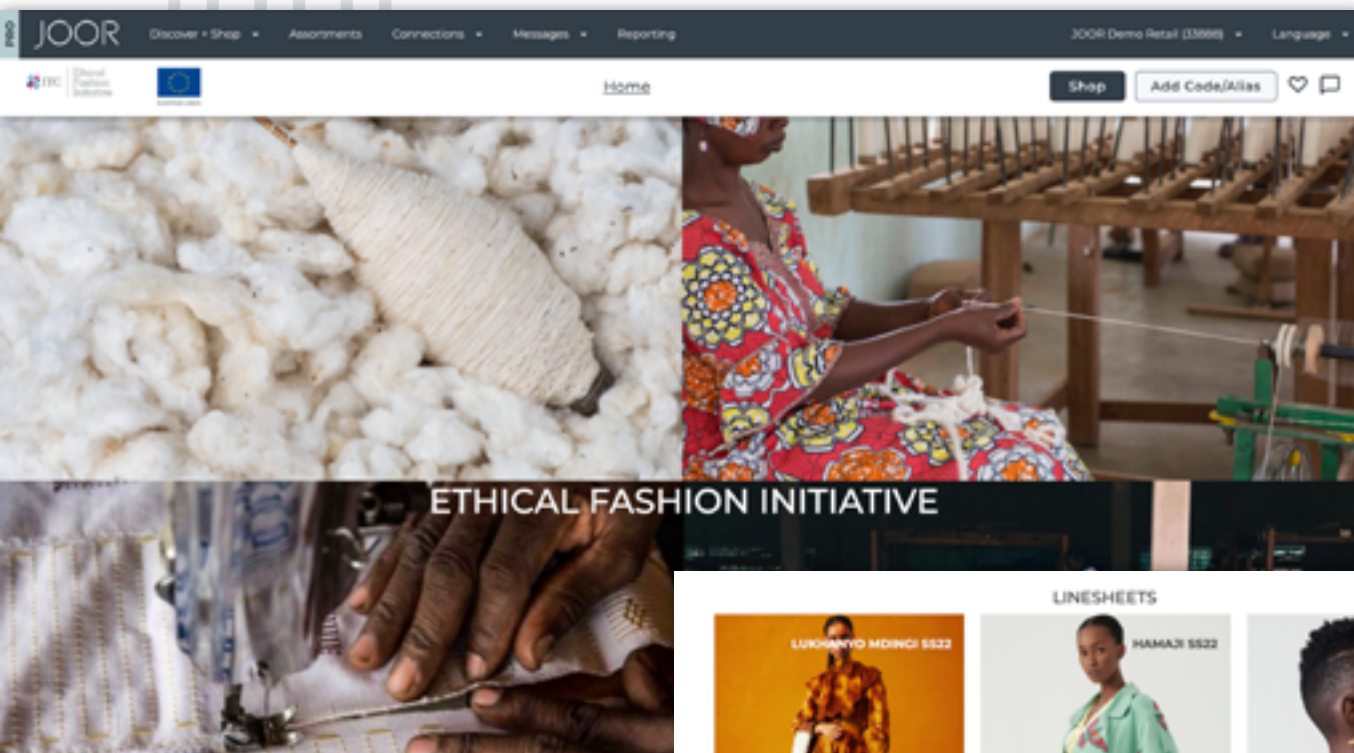


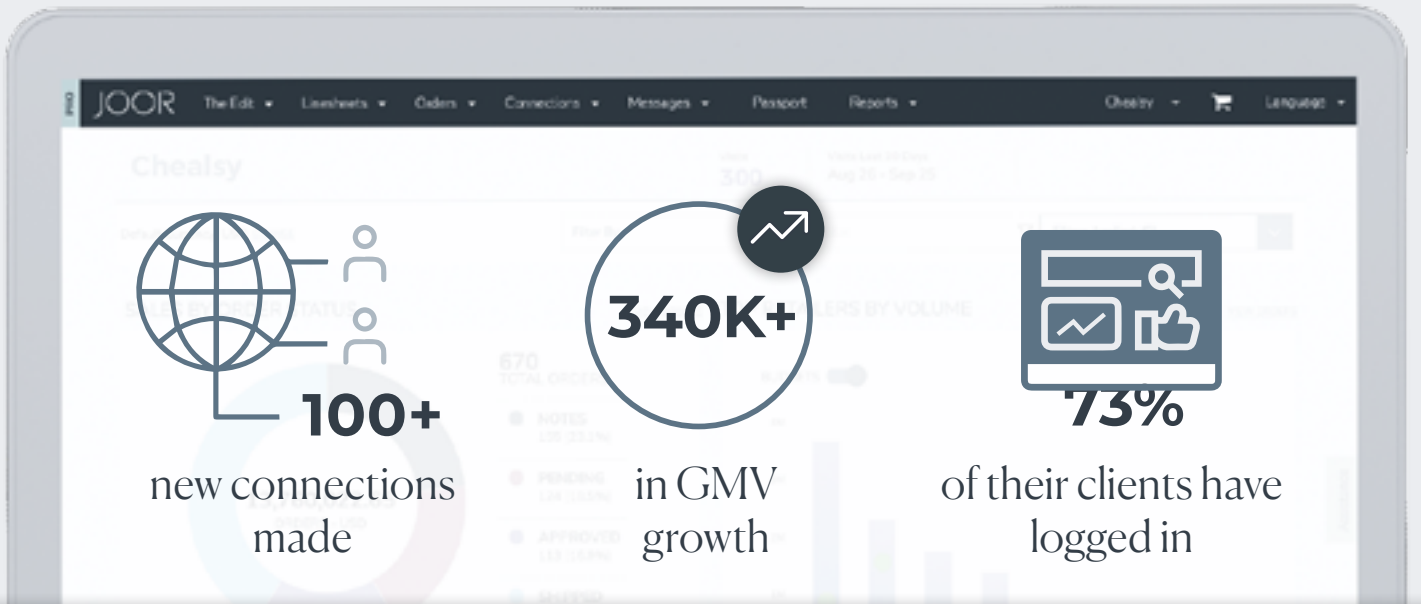
LOOKBOOKS



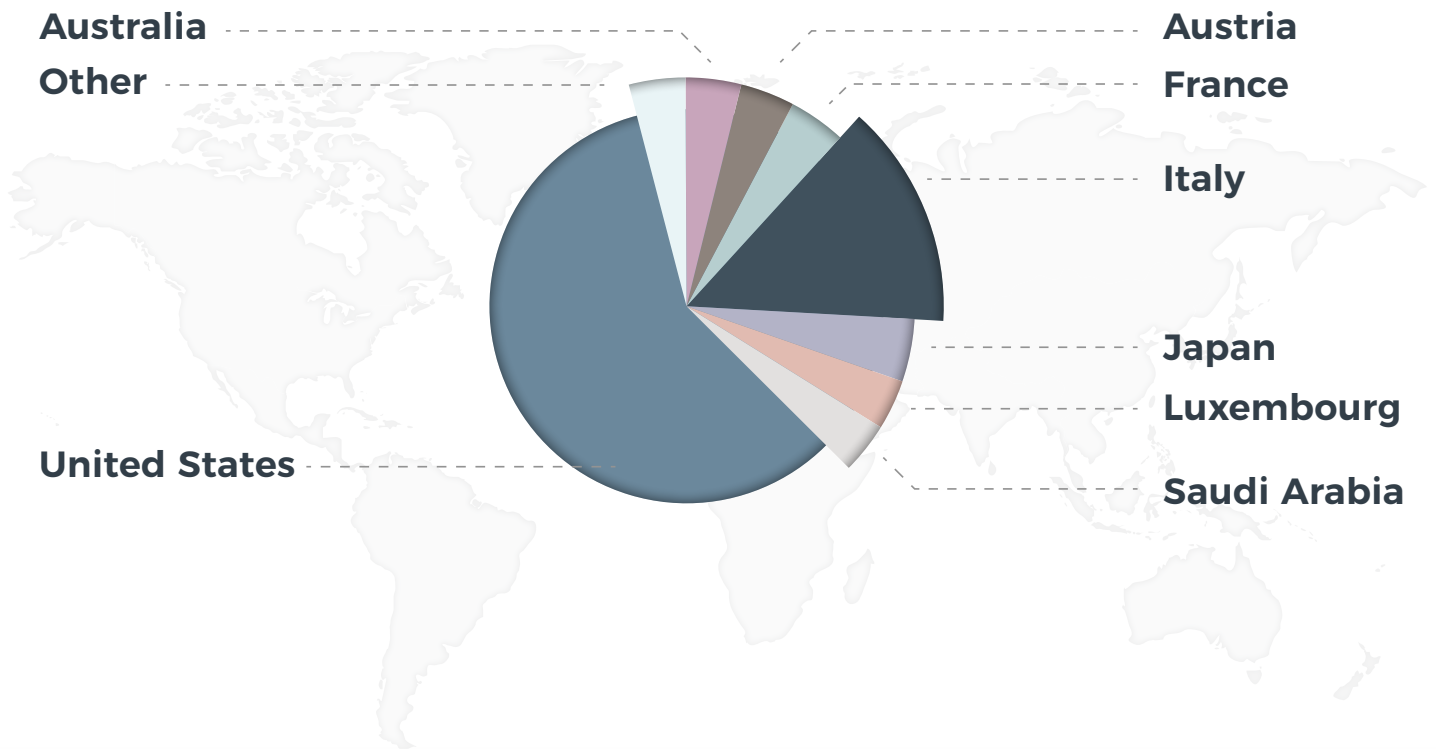
Identifying valuable connections with JOOR

JOOR serves as a facilitator for EFI's Designer Accelerator emerging brands, connecting them and their collections directly to a world of wholesalers and retailers across the globe. Even with turbulent market conditions brought on by the pandemic, and the disruption of face-to-face interactions and tradeshows, EFI's growth continued, thanks to JOOR. JOOR's Virtual Showrooms allow EFI to continue showcasing their designers' work digitally and sell to JOOR's expansive network of global retailers, 24/7. Coupled with JOOR Passport, which integrates JOOR's Virtual Showroom experience with online tradeshows for brands to connect with retailers, EFI is no longer concerned about going back to in-person events.





New Organic Connections by Country



JOOR

Discover and reach more retailers in the global marketplace with the help of luxury fashion's leading digital wholesale platform. See JOOR in action today: joor.com/demo