

JOOR

Wynn Hamlyn Increases Sales 2X with JOOR

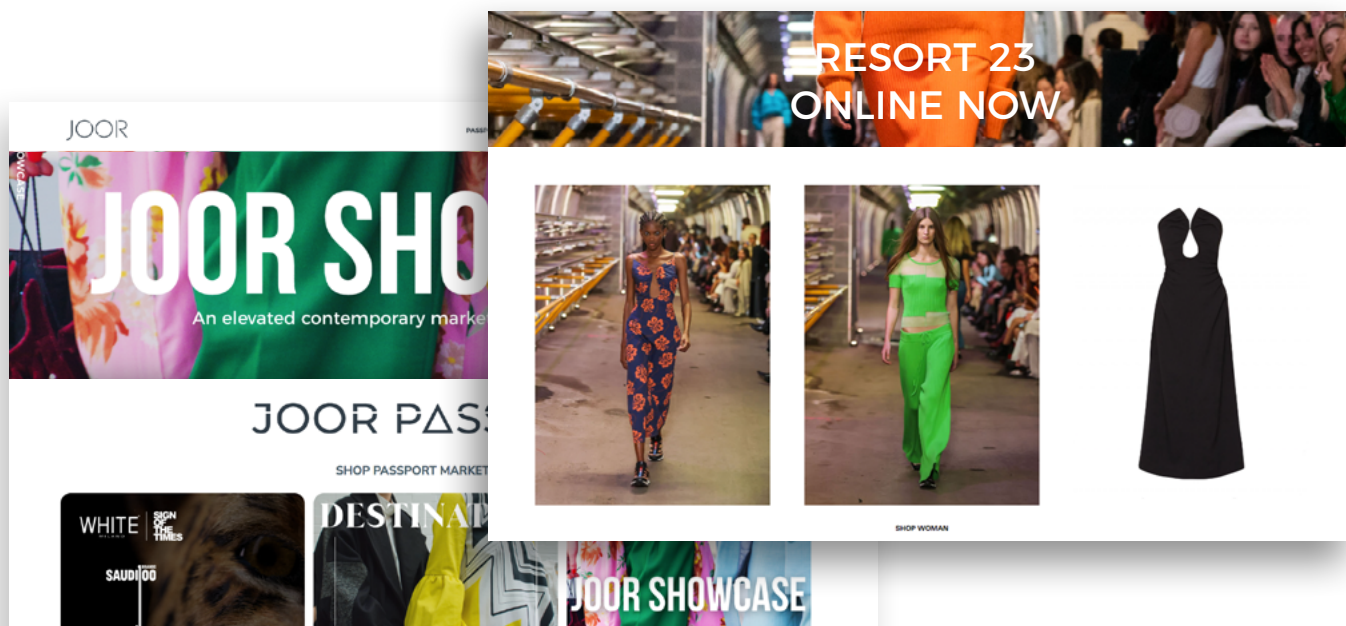


Wynn Hamlyn

Designer and Director of Wynn Hamlyn

If you were to ask Wynn Hamlyn, an Auckland based women's and men's ready to wear label focused on craft and innovation, about their top priorities in growing their global business, they would tell you that the customer shopping experience comes first. Looking for an easy and intuitive way to showcase their collection to buyers, facilitate order taking, and seamlessly flow information through to production, Wynn Hamlyn partnered with JOOR.

Interested in digitizing their wholesale business with easy to use sales tools, but not yet ready to fully commit to a technology partner, Wynn Hamlyn started with JOOR Passport, a curated virtual marketplace that aggregates the industry's best fashion events allowing buyers to discover, connect with and shop global brands. In addition to promotional opportunities associated with each event, JOOR Passport provides brands access to the JOOR Pro platform's advanced features and JOOR's network of 400,000 retailers from around the world.



“The IMG Australia Passport event, Afterpay Australian Fashion Week, was a huge success for us. With Passport, not only did we benefit from substantial retailer exposure, but with the help of JOOR’s fantastic customer success team, we were able to discover and really understand the broader JOOR platform which helped us significantly grow our business”.

Wynn Hamlyn, Designer and Director of Wynn Hamlyn



Results

Following their success with JOOR Passport, Wynn Hamlyn upgraded to a JOOR Pro membership and went on to **double sales in their first six months**. They were also able to save time and human resources by **dramatically reducing time spent** on creating line sheets, converting currencies, and updating style information across their product catalog.

Favorite JOOR Features:



Comments: Buyers can make and attach comments to orders, ensuring that feedback doesn’t get lost in the production process and is actioned.



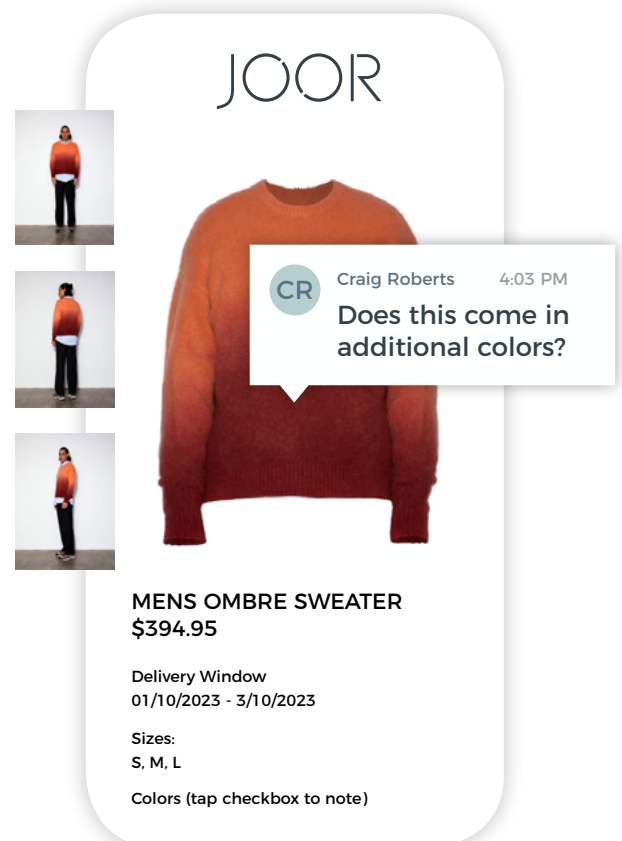
Bulk Uploads: Brands save significant time with bulk CSV uploads.



Custom Integrations: Custom built import/export solutions directly integrated into your inventory system help brands go to production without manually entering orders.

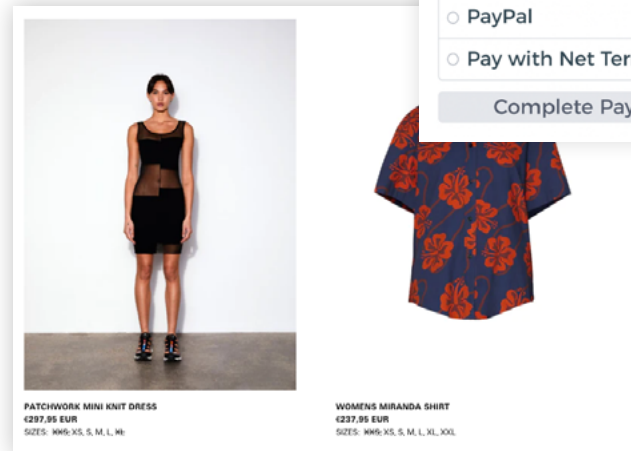


Insights and Analytics: Easy to use reporting and dashboards give real-time visibility into your business and highlight the season’s best selling products.



What's next for Wynn Hamlyn on JOOR:

“We are really excited about JOOR Pay. It's an easy way for customers to pay us using their preferred method - like PayPal, Credit Card, wire transfer, or 60-day net terms. It simplifies payments for brands with seamless reconciliation tied to orders all in one platform, plus the ability to offload risk to JOOR and reduce the need to use expensive factors.”



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Customer support on JOOR has been phenomenal. Our onboarding process was seamless, and not only did we receive in-depth hands-on training, but we were also introduced to new features that we were previously unaware of.

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The JOOR customer success team is both experienced and knowledgeable. Our set-up required an integration with our inventory system that the JOOR team was able to manage with ease.

They created a custom export for us that was easy to use.

Wynn Hamlyn

Wynn Hamlyn, Designer and Director of Wynn Hamlyn

About Wynn Hamlyn: Auckland designer Wynn Hamlyn established his eponymous label in 2015. The brand strikes a balance of playful palettes and relaxed textiles, coupled with feminine elegance. Showing an intimate attention to shape and silhouette, Wynn creates harmony between the classic and the eccentric. From Wynn Hamlyn's signature knitwear through to feminine dresses and tailored blazers, the collection establishes a parallel between bold and soft color selections, bridging the gap between moods and occasions. Wynn Hamlyn was recently featured in Vogue Australia and is currently available in preeminent fashion retailers across North America, Europe and Asia.



To learn more about JOOR's digital wholesale solution and request a free consultation, please visit [JOOR.com](https://www.joor.com)