

SHOWROOM CANADA



SHOWROOM CANADA 2023 FAQs

Application Questions

What is a line sheet?

Please click this link for an explanation and examples:

[What is a Line Sheet, & How Are Line Sheets Used in Wholesale? | Brandboom](#)

What is a HERO image?

It's a stylized image of one of your products, taken professionally by a photographer, as if it were to appear in a high-fashion magazine such as Vogue or ELLE. It can be on a model (on-figure) or off-figure, depending on what you produce and sell. The Hero image should be on par with your brand's guiding principles or brand pillars such as diversity, sustainability, accessibility etc. It can be in colour or black/white although coloured images are more widely used.

How many styles should I have in my collection?

Apparel: 15 to 30

Accessories: 15 to 30

Jewellery: 20 to 40

If I make one style in 10 colours, does that equal 10 styles?

No. When a style is offered in multiple colours, it's one style number but with a different colour name.

Do my products need to be made in Canada?

No, your products do not need to be made in Canada but your company must be based here, and have a CRA registered business number (BN).

What if I'm not selling to 3 stockists?

Name any stockists (retail stores) you're selling to. If you're not selling to any stockists, just enter **"not applicable"** but please be aware that SHOWROOM CANADA judges will be ideally looking for brands that have some experience selling to retailers. We want to be sure that brands have the capacity to fulfill orders they receive, no matter

how large or small the order is. Plus, selling to stores is different and more complex than selling to consumers. It's important that participating brands have the knowledge and experience to be exporting worldwide.

However, one of the questions in the application is what the company's annual sales volume is. Based on the annual sales volume, our judges will be able to get a sense if the company has the capacity to fulfill any wholesale orders it may receive.

Can non-incorporated companies participate?

Yes. Companies do not need to be incorporated.

Does this open up the entire Joor Marketplace to our brand? Or just Canada?

If selected to be in SHOWROOM CANADA, your brand will be placed in the SHOWROOM CANADA showroom (also called a Passport) but it will be searchable by all retailers registered with JOOR. For this reason, we ask brands to self-identify as sustainable, BIPOC, LGBTQ2S etc. as these are searchable "segments" within the JOOR platform.

When is the participation fee due?

There is a 50% non-refundable deposit due on **November 14, 2022**, along with a signed SHOWROOM CANADA **contract** which is due the same day. An invoice and contract will be sent to all of the brands who the SHOWROOM CANADA judges have invited to participate. The 50% non-refundable balance is due on **December 1, 2022**. Payment can be made by Visa, MasterCard or American Express, or by Interac e-transfer.

When will I know if my brand has been selected by the judges?

We will let you know by end of day November 10, 2022.

Who are the SHOWROOM CANADA judges?

Judges represent various areas of the fashion industry including design, marketing, and retail.

What else do I get with my SHOWROOM CANADA fee?

Our group event offers some special perks such as **mentions in a press release** to be posted to the newswire, and **mentions in our social media posts** which will specifically target retailers in international markets. We will also be profiling each brand on the TFI website, and in **emails sent to 335 retail buyers, sales agents and distributors** in the TFI database. JOOR said that they will help to promote Showroom Canada in its newsletter and socials as well.

The **TFI database will be shared with the selected participants** so that they can personally invite applicable retailers, agents and distributors to view their page in Showroom Canada. The list includes: **152 apparel buyers, 156 sales agents and**

distributors, and 27 accessories buyers from Europe but mostly the UK. This list was compiled by a UK consultant that was hired in 2021 so it should be highly accurate. Finally, we plan to do an **advertorial in WWD** to coincide with the launch of Showroom Canada in February. We can't promise which brands they will want to feature as a lot will depend on how great the hero images from each brand are, but when we did this the last time, there was a huge spike in visitors to Showroom Canada from the US.

For these reasons, we believe the fee of \$2,500 CAD offers great value for designers.

Logistical Questions

When do I need to upload my fall/winter 2023 brand assets to SHOWROOM CANADA?

Everything must be uploaded to JOOR no later than **January 31, 2023** because the site goes live and is accessible by retail buyers starting on February 1, 2023.

Is there any flexibility regarding due dates?

No. Due dates are firm. We have many behind-the-scenes logistics to take care of that are dependent on designers meeting their due dates.

Who do I contact for technical support when I'm on the SHOWROOM CANADA platform?

For JOOR technical support, please contact the representative from the JOOR Success Team who has been assigned to SHOWROOM CANADA. We will be sharing that information with the participating brands.

What is JOOR PAY?

JOOR PAY is an optional service available to SHOWROOM CANADA participants. By opting in with JOOR PAY, you can get paid quickly while buyers are extended 60-day terms. No more chasing payments! JOOR does all the work for you. Plus, since JOOR PAY can accept over 135 different currencies so there are no foreign exchange charges. Too good to miss, right?

If you're interested in this option, and if you're selected to participate in SHOWROOM CANADA, please contact JOOR directly for pricing.