



atmos

About Company

- Located in center city- younger population, more fitting buyers
- Culture of putting customer first
- Atmos' ethics pertain to keeping a community
- Strives to bring people together through shared experience



Atmos Philadelphia Staff: Featured on Atmos' Instagram



Atmos Founder Hommyo Hidefumi: Photographed by HypeBeast.com

Most Popular Brands at Atmos



Product Analysis

Strategy: Carries all the leading brands in the sneaker industry.

Selection: Wide variety of streetwear shoes - roughly 40 brands represented (35 shoes & 5 Clothing)

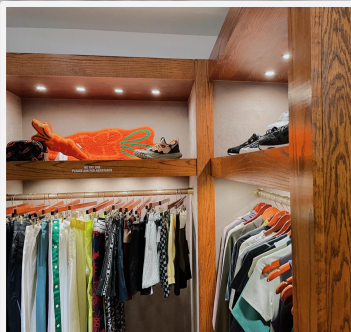
Materials:

- Leathers - Jordans / Reebok
- Canvas - Converse
- Polyester - Nike
- Rubber/Nylon/Cotton - Adidas

Manufacturing: China and Vietnam - Nike, Adidas, Converse; America - Reebok North Face

Proof of concept: Customer review: "Atmos x Air Jordan 3 - "a gift to sneakerheads"

In Store Experience



Themed clothing displays



All decorations are Atmos products



Appealing front window view



High fashion presentation



Lively playlist of music

Immediately greeted upon entrance

Images taken by Eleanor Manning, 10/01/21, 1509 Walnut St, Philadelphia, PA 19102
Images taken by Addison Suit, 10/01/21, 1509 Walnut St, Philadelphia, PA 19102

In Store Marketing: Artistry in Plain Sight



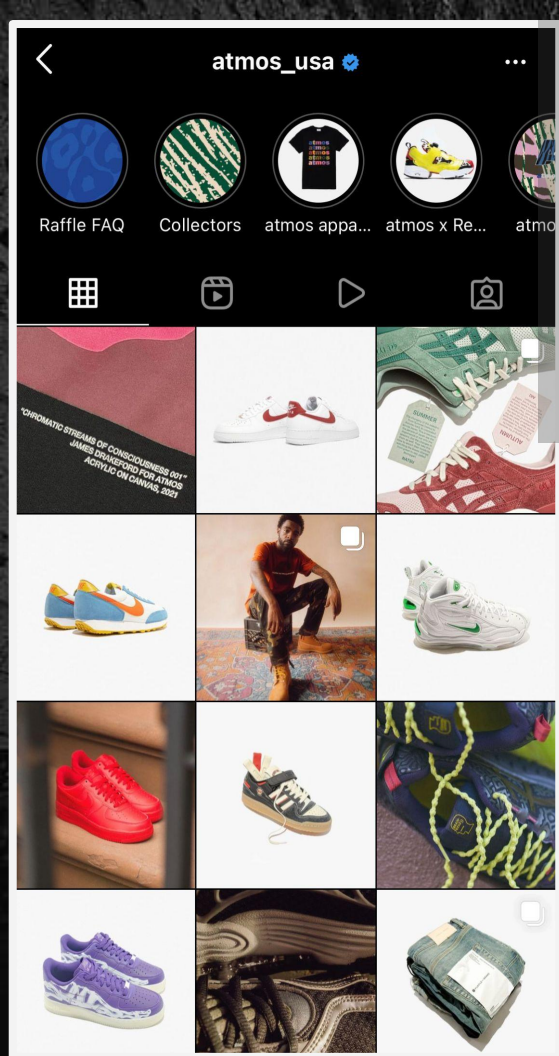
Refined Relaxation



Clean & Pristine



Formidable Fashion



" Atmos Marketing " Atmos USA Instagram,
https://www.instagram.com/atmos_usa/
 H=on

Social Media

Strengths

- ❖ Customers are shown items online vs real life
- ❖ Contests and raffles have the most follower interaction
- ❖ Post consistently, up to date
- ❖ Diverse content: Uses pictures, videos, reals, stories, and instagaram TV

Weaknesses

- ❖ Low customer engagement
- ❖ Captions are boring and not incredibly helpful
- ❖ Less engaging to customers, decline in comments
- ❖ Backlash from consumers after due to employees

Experience Comparison

NEW ARRIVALS



ADIDAS
YEEZY BOOST 350 V2
(MIXED OAT)
\$220 **SOLD OUT**



TIMBERLAND
6\"/>



TIMBERLAND
6\"/>



TIMBERLAND
GS 6\"/>



New Shoe Arrivals



Nike Air Force 1



Reebok Classic Leather



adidas Trae Young 1 x So
So Def



Nike Kyrie Low 4



adidas ZX 2K Boost 2.0
Patrick Mahomes



Reebok Keith Haring Club
C

atmos_usa The Nike Dunk High 'Championship Navy' is available now in-stores and online.

atmos_usa Shop the Air Force 1 in-stores and online today.



396 likes

atmos_usa The 990's original designers were tasked with creating the single best running shoe on the market. The finished product more than lived up to its billing. When it hit shelves for the first time in 1982 the 990 sported an elegantly understated grey colorway, and a then unheard of three-figure price tag. The 990v4 features a premium upper construction and ENCAP midsole cushioning

The New Balance 990 V4 is available now in-stores and online.



⚡ DROPS IN ⚡

1 : 10 : 19 : 32
DAYS HOURS MINS SECS

