



### Atlanta: Jordan Flight Essentials

Atlanta is finally getting credit where it's due — becoming a cultural hub that exudes authenticity. From its underground streetwear culture, to the rising fashion and music scene, the diversity of the city shines in our Jordan Essential Hoodies.



### The Right Fit

Demetrius Sheppard, Jr, AKA DJ Champagne Trap, draws inspiration from his family and other DJs that have already reached the level he aspires to achieve. Sheppard builds his outfits around specific pieces: whatever jacket, shoes, or fitted hat he's into at the moment. Sheppard says that with his long arms finding the right fit is important. Since the Jordan Essential Hoodie has clean lines and is just the right weight he'd wear it to an art museum or a club.

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### Born and Raised

Born and raised in Atlanta, Joshua Kim is a content creator who is always taking in culture and influences from his hometown. He notes that, "in the past Atlanta was very slept on in terms of sneaker and streetwear culture, but now Atlanta is getting that recognition." Kim is into the vibe of the Jordan Essential hoodie, especially since the colors fit the fall aesthetic. The logo placement also offers the perfect chance to layer with a premium branding hit — he says, "I like that the embroidered flight branding is in the center so it shows up under a puffy." He'll be wearing his hoodie with cargos in an oversized, streetwear fit - always with sneakers.



Give the gift of heritage this season with wintry Essentials from Jordan Brand.

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