

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.



Made for Her

After growing up in Chicago, Simran (Sim) Kaleka landed in Atlanta in 2010 for law school. "In my work, I always seek out partnership and collaboration and Atlanta sets a tone for that," says the co-founder of Made for the W, a lifestyle platform creating inclusion for women's sports + sneaker culture on and off the court. Sim created her brand to bridge the gap between women, sports, and sneaker culture. She loves the Jordan Essential Hoodie's clean lines, and thick, soft french terry material and says." I love it—the material, the quality itself, and the colors are fire."

"I'M FROM ATLANTA AND I REPITA LOT."



Cozy Chic

Nazjaa Hughson's chic neutral streetwear and dressy styles earned her a solid following on Instagram, but she says she lives for the cozy items. She's an Atlanta native, but is now a junior in college and says she didn't realize how special Atlanta was until she returned. "I'm from Atlanta and I rep it a lot." Nazjaa wants her style to feel, "like it's relatable and accessible to wear these brands." She likes sportswear hoodies and the Jordan Essential Hoodie's enhanced weight and body plush fit makes it the perfect piece to lounge in.



Essentials give her something for everyday and



