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atmos

PUBLISHER
HIROFUMI KOJIMA (FOOT LOCKER ATMOS JAPAN G.K.)

EDITOR IN CHIEF
YUKI KOIKE (VINYL)

EDITOR
MAHINA TAKIZAWA (MISSION)

ART DIRECTOR
HIROCK (HIROCK DESIGN OFFICE)

DESIGNER
YOMODA (HIROCK DESIGN OFFICE)
OKUBO (HIROCK DESIGN OFFICE)

PROJECT MANAGEMENT
RIO TAYAMA (FOOT LOCKER ATMOS JAPAN G.K.)
MUTSUMI IKEZAWA (FOOT LOCKER ATMOS JAPAN G.K.)

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atmosphere magazine

「宇宙は少しも遠くない。車で真上に走れれば、1時間で着く距離だ」
——フレッド・ホイル（天文学者）
地上から宇宙との境界とされるカーマン・ラインまでは、およそ100km。時速100kmで真上に走れば、1時間で着く。僕たちを包む大気は、それほど薄い。
それでも、その薄い層のなかにすべてがある。呼吸も、天気も、音も、熱も。目には見えないけど確かにそこにあり、あらゆるものを形づくっている。
「atmos」は、「atmosphere」に由来する言葉だ。大気。あるいは空気、雰囲気。
ショップに足を踏み入れた瞬間の空気感。スニーカーウォールを見上げたときの高揚。新品のスニーカーの匂い。一足一足に宿るストーリー。その小さなショップのなかにすべてがある。
『atmosphere magazine』は、足元からはじまるカルチャーの雑誌だ。
まずは、スニーカーのA to Zから。どうぞよろしく。

"Space isn't remote at all. It's only an hour's drive away if your car could go straight upwards."
— Fred Hoyle, astronomer
The Kármán line, widely recognized as the boundary of space, sits roughly 100 kilometers above the ground. Drive straight up at 100 km/h, and you'd be there in an hour. That's how thin the air around us really is.
And yet, everything lives inside that thin layer. Breath, weather, sound, heat. You can't see it, but it's there, shaping all of it.
The name "atmos" comes from "atmosphere." The air around the earth. Or simply air, or mood.
The vibe that hits you the moment you walk into the shop. The rush of looking up at the sneaker wall. The smell of brand-new sneakers. The story carried in every single pair. Everything lives inside that small shop.
atmosphere magazine is about the culture beneath your feet. First up: the A to Z of sneakers. Here we go.

Atmosphere magazine

THE A-Z OF SNEAKERS volume 1

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NEVERLAND AFTER DARK

By atmos

When the sun goes down,
the streets you know begin to look a little different.
As kids, nighttime felt like a doorway to another world.
Familiar streets turned mysterious under the glow of streetlights—a little scary,
but even more exciting.
As adults, the night may no longer feel so extraordinary.
But growing up doesn't mean giving up the urge to explore somewhere new,
laugh over nothing, or lose yourself in the moment.
So when the sun goes down,
put on your favorite clothes, lace up your favorite sneakers,
and wander the streets like you did back then.
This is Neverland for those of us who grew up.



Photo : Shun Komiyama (ie)
Styling : Shingo Fukuyama
Hair & Make : Megumi Sekine
Model : Yukumo

JACKET ¥33,000
T-SHIRT ¥6,050
PANTS ¥16,500
※ ALL PRICES INCLUDE TAX.



JACKET ¥29,700
KNIT SWEATER ¥14,300
PANTS ¥22,000





JACKET ¥29,700
PANTS ¥22,000

JACKET ¥33,000
PANTS ¥14,300

JACKET ¥38,500
PANTS ¥14,300



PLAY

LIKE

HER

By atmos pink

Some days are for running full speed.
Others are for putting on your favorite outfit and heading out into the city.
Get lost in the music, laugh with friends,
or simply enjoy doing nothing at all.
There's no single place to play, and no single way to enjoy it.
What matters is doing what feels right to you. What to wear,
what to put on your feet, where to go, how to have fun—it's all yours to decide.
From sports and fashion to culture and everyday life,
make it all your playground.
Not like anyone else. Your rules. Your style.
PLAY LIKE HER.

Photo : Aki Takeyama
Styling : Ayumi Hamamoto
Hair & Make : Taeko Suda
Model : Miao

OUTER ¥24,200
VEST ¥11,000
PANTS ¥16,500
SNEAKERS ¥25,300(Salomon)

※ ALL PRICES INCLUDE TAX.

TOPS ¥8,250
PANTS ¥11,000
JACKET ¥17,600
CAP ¥6600
SNEAKERS ¥27,500(BIRKENSTOCK)





JACKET ¥19,800
PANTS ¥11,000
BAG ¥6,600



TOPS ¥6,600
SHIRT ¥8,800
PANTS ¥14,300
JACKET ¥17,600
HUNTING CAP ¥4,950
BAG ¥6,600





TOP ¥9,900
PANTS ¥11,000
HAIRBAND ¥3,300
SNEAKERS ¥26,400 (On)

ATMOSPHERE ESSENTIAL DICTIONARY

THE A-Z OF SNEAKERS

ATMOS PEOPLE

ATMOS PEOPLE 名 [ˈæt.məs ˈpiː.pəl]

A–Z

Illustration : Dean Aizawa

atmos を作る、atmosphere な人たち。

atmos は、単なるスニーカーショップじゃない。新しい一足を探しに来る人がいて、スタッフとの会話を楽しみに来る人がいる。発売日には行列ができ、イベントの日には久しぶりの再会がある。スニーカーをきっかけに人が集まり、そこからまた新しいカルチャーが生まれていく。そこにあるのは、商品だけじゃない。人だ。スニーカーを愛する人。ファッションや音楽を愛する人。原宿を愛する人。atmos が歩んできた歴史を振り返れば、その中心にはいつも人がいた。原宿から始まった atmos は、東京から日本へ、そして世界へと広がった。場所が変わっても、人が集まり、人と人がつながることは変わらない。そんな atmos の“空気”を作っている人たちに、「あなたにとっての atmos とは？」と聞いてみた。

The Atmosphere Behind atmos.

atmos is not just a sneaker shop. Some come looking for a new pair; others come for the conversation with staff. Lines form on release days, and reunions happen at events after time apart. Sneakers bring people together, and from there, new culture is born. What's there isn't just product. It's people. People who love sneakers. People who love fashion and music. People who love Harajuku. Look back at atmos's history, and people have always been at its center. Starting in Harajuku, atmos grew from Tokyo to Japan, and then to the world. Places may change, but people gathering, and people connecting with people, never does. So we asked the people who make up atmos's “atmosphere”: What does atmos mean to you?

QUESTION

あなたにとっての atmos とは？
What does atmos mean to you?

No.1 岡嶋勇斗 Yuto Okajima

Products / Buyer

A 社会人になってからのすべてを atmos と共に過ごしてきたので、まさに一心同体。25 年以上の歴史から見ればまだ 9 年ですが、会社の成長と自分の成長がずっと重なってきた実感があります。



I've spent my entire working life with atmos, so we're basically one and the same. Against 25-plus years of history, my nine years is still short, but the company's growth and my own have always felt like they were happening together.

No.2 加茂宮将太 Shota Kamomiya

Store Managerr

A 何年働いても、スニーカー好きの自分のままでいられる。それが atmos ですね。



A place where, no matter how many years I work here, I get to stay the sneakerhead I've always been.

No.3 橋本黎 Rei Hashimoto

Products / Sr. Buyer

A 仕事という枠を超えて、本気でスニーカーを愛する人たちの熱量にいつも驚かされます。新しい情報をすぐキャッチしてフットワーク軽く発信する姿勢は、atmos ならではだと思います。



A place beyond just work, where I'm constantly amazed by the intensity of people who genuinely love sneakers. Catching new information right away and getting it out there without hesitation — that's something only atmos does.

No.4 Ryo Kumaga

Special Project Manager

A スニーカーショップの日本代表ですかね。

Japan's national team of sneaker shops, I'd say.



No.5 工藤朱里 Akari Kudo

Products / atmos pink Sr. Manager

A 私にとって atmos は、同じ仲間でありながら憧れの存在。メンズの atmos には、他では苦戦する商品でも、atmos だからこそ売れる一足があるんです。正直、レディースの atmos pink を担当する身としては、たまに「いいな〜」とやきもちを焼くこともあります（笑）。でも、それだけ自分にとって目標であり、刺激を与えてくれる存在なんです。いつか肩を並べ、時には超えられるように、atmos pink を成長させていきたいです。



To me, atmos is both part of the same family and something I look up to. On the men's side, atmos has the power to sell sneakers that might struggle elsewhere. Honestly, as someone leading atmos pink on the women's side, I sometimes get a little jealous and think, “Must be nice!” (laughs). But that's exactly why atmos is such a big inspiration and motivation for me. I want to keep growing atmos pink so that one day we can stand shoulder to shoulder with atmos— and maybe even surpass them.

No.6 小森宏和 Hirokazu Komor

E-commerce & Digital / Contents & Operations Manage

A もう 23 年になりますが、社会人一年目に入社し、社会とは何か、スニーカーとは何かを叩き込んでくれた、いわば自分の原点。多くの仲間との出会いももたらしてくれました。



It's been 23 years now, but I joined here in my first year out of school, and this is the place that drilled into me what society is, and what sneakers are. It also gave me so many people I now call friends.

No.7 KOJI

CEO

A atmos という名前は、大気（atmosphere）のように「そこにあって当然の存在」でありたいという願いから付けられました。その名の通り、25 年間ずっと一緒にいる相棒です。



The name atmos comes from “atmosphere” — the wish to be something that's simply there, the way air always is. True to that name, it's been my partner for 25 years straight.

No.8 池澤睦実 Mutsumi Ikezawa

PR Manager

A 正直めちゃくちゃ忙しいけど、常に刺激と学びがあって、結局頑張れちゃう魅力的な場所。



Honestly, it's insanely busy, but there's always something new to learn and be inspired by, so somehow I keep pushing through. That's the pull of this place.

No.9 田山理央 Rio Tayama

Product / Sr. Buyer

A スニーカーカルチャー。
Sneaker culture.



No.10 梅野実梨 Miri Umeno

atmos pink ソラリアプラザ天神店 / Store Manager

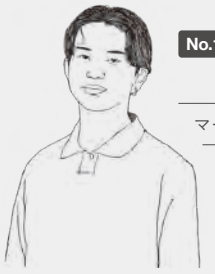
A 好きなものに囲まれて、人からも物からも新しい発見をがある。そんなワクワクが詰まっています。



A place surrounded by things I love, where I keep discovering something new — through people and through objects alike.

No.11 福田チアキ Chiaki Fukuda

マーケティングプランナー / PR



A 「自分が何たるか」を創り上げてくれた場所。

The place that built who I am.

atmos people The Atmosphere Behind atmos.



ARC
ATMOS RUN CREW







