



PUMA X DAPPER DAN

ATMOS TAKEOVER

**Erica Guy, Lauren Dingman, Emma Laimo, Camila
Lopez Vega, Brooke Corbo, Nuala Rafferty**



OUR POD

Lauren Dingman



**Head of
Coordinating Events**

Emma Laimo



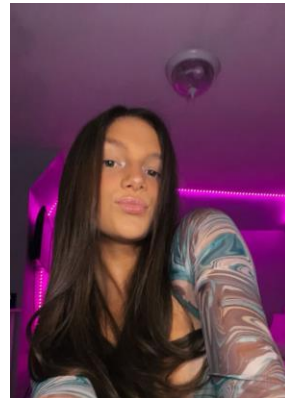
**Budget/ Expenses
Coordinator**

Erica Guy



**Consumer/Mood
Board Analyst**

Nuala Rafferty



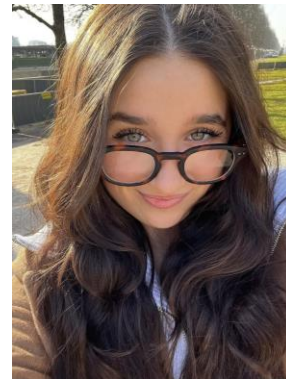
Media Planner

Camila Lopez Vega



Advertising Manager

Brooke Corbo



Visual Merchandiser

RBU



PUMA Select

Collaborations with artists/
brands that are sold at
higher-end stores

Allows artists/designers to
run free with imagination
(PUMA)

Evolve heritage icons into
modern icons

Select: how they define and re-
define themselves by trying new
things and taking risks to produce a
future that's bolder and brighter
(PUMA)



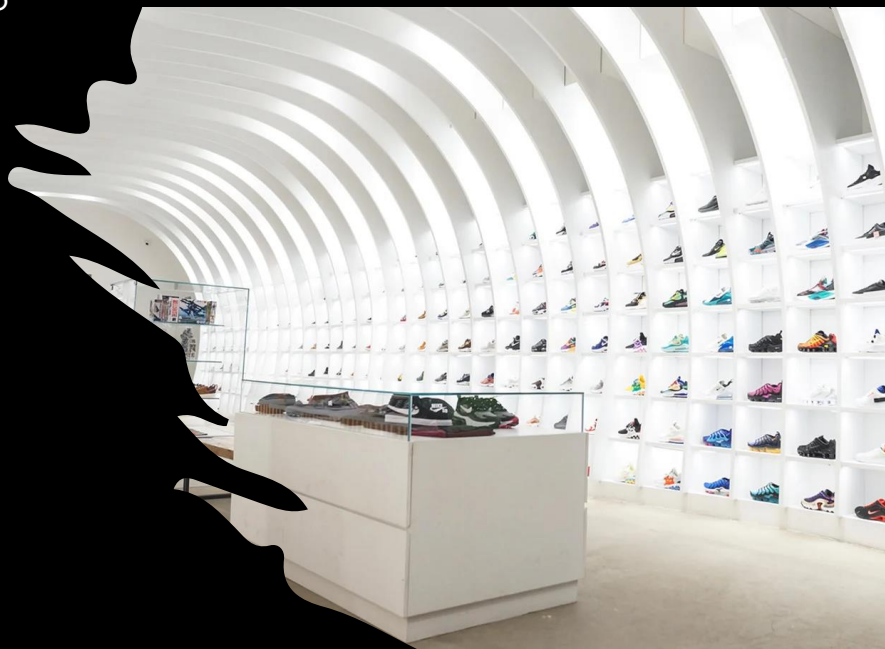
PUMA 

STORE: ATMOS IN HARLEM

- ATMOS FIRST OPENED IN JAPAN , YEAR 2000
- STARTED AS SMALL STOREFRONT SELLING VINTAGE SNEAKERS
- GLOBAL STREETWEAR AND SNEAKER BOUTIQUE
- KNOWN FOR COLLABORATIONS WITH POPULAR SPORTSWEAR BRANDS
- NOW IN HARLEM SINCE 2020, LOCATED ON 203 W 125TH ST, NEW YORK, NY
- CUSTOMERS RANGE FROM 18-30
- MORE ON PRICEY SIDE, APPEALS TO A MORE LUXURY CONSUMER
- ATMOS HOLDS EVENTS, DRAW IN CUSTOMERS (DJS, BIG STRUCTURES, ART SHOWROOMS, TRY TO CONNECT WITH THEIR CUSTOMERS)



PURPLE BRAND
ZOOM TEE - BLACK
\$120



TARGET CONSUMER

Demographic

- Ages 18-30 years, male or female particularly of the Black community

Geographic

- Appeals to people in NYC region
- The stores are in cities such as Washington DC, New York City and Philadelphia

Psychographic

- Middle and upper class
- Luxury/ high end or streetwear style

Behavioral

- People who have enjoy a more leisure lifestyle or will enjoy this promotion
- People who get more usage out of their clothing will enjoy this due to the reworking of PUMA products within the promotion
- People with \$300-\$800 price range



PAST PROMOTIONS

PUMA Promos:

- PUMA has a history of signing celebs to their company
 - seen in promos
- There have been several pop-up events in the past
 - PUMA X Chinatown Market in 2018

Atmos Promos:

- 2022, exclusive events at flagship store including the launch of their private label Atmos Pink
- Includes an interactive second floor
 - Opening weekend hosted 'Inner Light Aura' photography
 - Hip-hop class taught by Trillfit



hypebae



Dapper Dan



DAPPER DAN BRINGS HIS SIGNATURE FLYNESS TO A PUMA CAPSULE

No one does it like Dap.



PROMOTION IDEA

Dapper Dan inspired pop-up in Harlem, New York City

Dapper Dan got his start in the 80s by reworking old luxury clothes

Customers will be able to customize and rework new PUMA merchandise

Atmos store will be hosting the event

Gives creative and new incentive for customers to buy the collection

Opportunity to rework clothes with Dapper Dan



TRACKING OUR SUCCESS

- ENTRANCE FEE OF 100\$
- THE OPPORTUNITY TO PURCHASE NEW PUMA MERCHANDISE
- PURCHASING OF OLD/DEADSTOCK ITEMS TO USE ON AND WITH NEW MERCHANDISE
- DEMONSTRATIONS AND HELP FROM EMPLOYEES



MONEY



DAPPER DAN LINE PLAN – SELECT EXCLUSIVE

Men's Key Look – July 2023



PUMA x DAPPER DAN
GRAPHIC TEE
620863
RRP 75 USD



PUMA x DAPPER DAN
T7 PANTS
620866 27
RRP 250 USD



PUMA x DAPPER DAN
Bucket Hat
02493301/02
RRP 50 USD

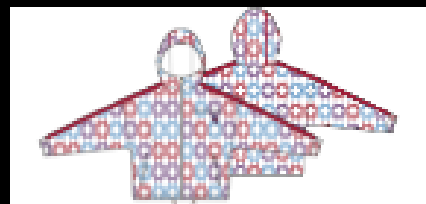


PUMA x DAPPER DAN
Backpack
09003701
RRP 120 USD



CLYDE DAPPER DAN
394491 01
RRP 150 USD

Women's Key Look – July 2023



PUMA x DAPPER DAN
W SUMMER JACKET
620067 02
RRP 125 USD



PUMA x DAPPER DAN
W CROPPED POLO
620068 28
RRP 90 USD



PUMA x DAPPER DAN
W SHORTS
620069 02



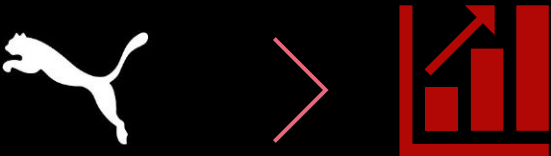
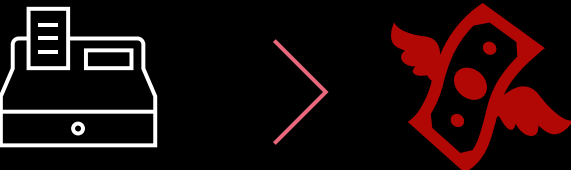
PUMA x DAPPER DAN
BUCKET HAT
024933 02
RRP 30 USD



CLYDE DAPPER DAN
344491 02
RRP 150 USD

CONSUMER STAGES AND OBJECTIVES



Consumer Stages	Objective	Evaluate
<p data-bbox="163 382 512 436">Brand Loyalty</p>  <p>The Puma logo is on the left, followed by a red chevron pointing right, and a red bar chart icon with an upward-pointing arrow on the right.</p>	<p data-bbox="935 382 1612 596">An increase in sales across all channels and maintaining a specific audience as regular costumers</p> <ul data-bbox="935 611 1658 886" style="list-style-type: none">• Measured by a 30-45% increase of sales from 18-24 women or men from the Harlem area from attendees of the pop-up	<ul data-bbox="1709 382 2308 601" style="list-style-type: none">• Creating an exit poll (if costumers will return)• Monitor sales analytics (demographics)
<p data-bbox="163 921 756 975">Encouraged Purchases</p>  <p>A white shopping cart icon is on the left, followed by a red chevron pointing right, and a red icon of a money bill with wings on the right.</p>	<p data-bbox="935 921 1587 1082">Due to the promotion, there will be a raised interest in PUMA products</p> <ul data-bbox="935 1096 1582 1310" style="list-style-type: none">• Measured by a 35% increase in sales from the Harlem Atmos store from promoted merchandise	<ul data-bbox="1709 921 2430 1082" style="list-style-type: none">• Take inventory• Track purchases from event-9/16

Time And Action Calendar

	January	February	March	April	May
Lauren plan promotion	5th-10th				
Erica create mood board	9th-10th				
Get promotion approved	11th				
Emma create budget	11th-18th				
Emma rent Atmos space	12th-13th				
Emma book Dapper Dan		15th			
Nuala create line plan				1st-5th	
Camila design posters					22nd-25th

Time And Action Calendar

	June	July	August
Brooke book refreshments, DJ, photographers, sewing team, security	June 20th-July 15th		
Camila start advertising online		July 12th- Aug 16th	
Emma source deadstock clothes		July 17th- Aug 30th	
Brooke rent table and chairs		15th-16th	
Brooke send out influencer invites			20th

TIME AND ACTION CALENDAR- EVENT DAY



September

15th, 7-10pm Brooke oversee set up

15th 8 pm Around the Clock Rentals bring in table and chairs

15th 8-9pm Nuala bring in merchandise

16th 9-10am Test sewing machines

16th 10 am DJ arrives- test music set up

16th 9 am Blue Haus Photography sets up

16th 10 am influencers show up for early admission

16th 11am –7pm Hold event

16th 7:15 pm- start taking down

16th 7:15- Nuala collect the remaining merchandise

16th 7:30- DJ takes down set up

16th 8pm- Around the Clock Rentals pick up tables and chairs

16th 9pm- sweep and mop floors

Budget sheet

PUMA X DAPPER DAN			
Expenses	Cost \$	Vendors	Sources
DJ	\$ 200.00	Ventisounds	(Thumbtack)
Promotion posters	\$ 1,500.00	Gotprint	(Got print custom posters)
Line control barriers	\$ 2,000.00	Crowd control direct	(Crowd control direct line control)
Rent tables (re-working)	\$ 3,000.00	Around the clock rentals	(Around the clock harlem)
Rent Chairs	\$ 600.00	Around the clock rentals	(Around the clock harlem)
Event tags for employees	\$ 400.00	Gotprint	(got print custom hang tags)
Wrist bands for customers	\$ 225.00	Wristband Resources	(wristband custom plastic)
Embroidery / tailor artists	\$ 1,100.00	Camilla A & Grace N	(Up Work embroidery)
Thread and needles	\$ 632.20	Superior threads	(Superior threads embroidery)
Photographers	\$ 1,500.00	Blue Haus photography	(Thumbtack)
Refreshments (water)	\$ 502.32	Web restaurant store	(Web resteraunt store bulk water)
Front door security	\$ 15,000.00	Stone security services	(Stone security service New York)
Thriftd Items (gucci,puma,LV)	\$ 2,500.00	(Local thrift stores)	
Dapper Dan	\$ 10,000.00		
Total Expenses	\$39,159.52		

PUMA X ATMOS

NEWS RELEASE

MEDIA CONTACT:

Lauren Dingman, Head of coordinating events
+1 (845) 706-1192 | Dingl619@oneonta.edu

PUMA X DAPPER DAN ATMOS TAKEOVER

HARLEM, NY (September 1, 2023) - Famous Hip-Hop-Tailor and local Harlem resident, Dapper Dan will be making an appearance at the PUMA X Dapper Dan takeover event on September 16, 2023, hosted by the ATMOS store in Harlem. The takeover event will celebrate the launch of the PUMA X Dapper Dan collection offering opportunities to attendees to re-work the product in store and shop the new collection alongside Dapper Dan.

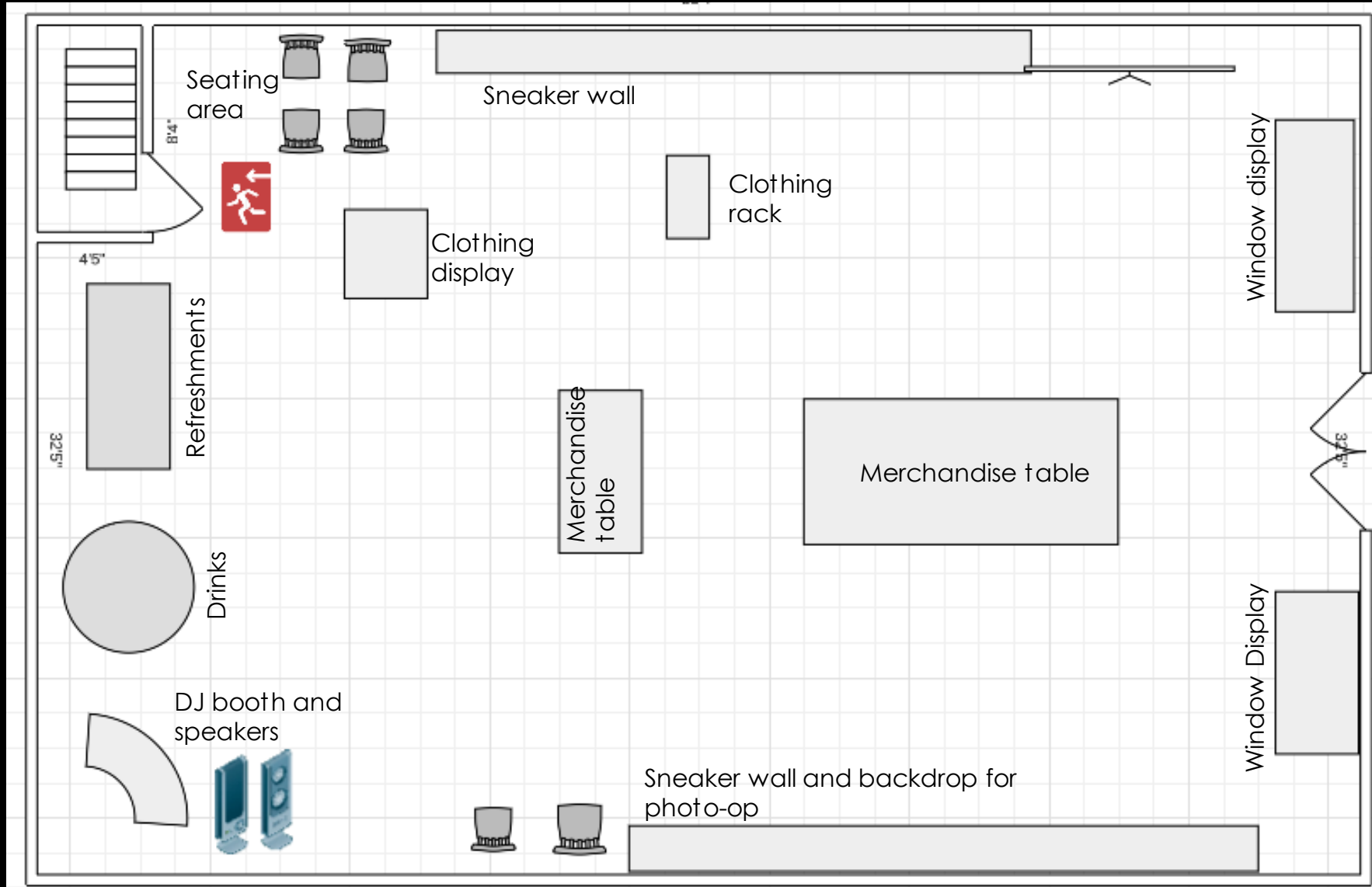
With the popular past release of the first PUMA x Dapper Dan collection, the brand decided to redesign their products again with Dapper Dan to release a second collection. With this release, Dapper Dan has Re-designed the PUMA jet-interior with the PUMA X Dapper Dan print, accessories with co-branded labels, and with materials used from the last collection. The event will hold two main key looks from the Dapper Dan collection to reflect on the Harlem-Hip-Hop style.

In addition to purchasing the exclusive PUMA product at the Atmos store, during the event, attendees will have the opportunity to purchase deadstock items from past collections and re-work their new PUMA products with embroideries and tailors. Attendees also can speak with Dapper Dan on his new products and show off their re-working to the iconic Harlem tailor.

The attendees of the ATMOS takeover will enjoy an exclusive and thoroughly planned store event. They will experience the new PUMA X Dapper Dan collection in a select setting with all the customer service you can get. Opportunities to rework PUMA items alongside Hip-Hop- tailor Dapper Dan. There will be a DJ at the takeover hyping the store up, along with refreshments being provided throughout the event.

To attend this takeover at ATMOS in Harlem, it will be on a first come first serve basis allowing around 200 people in. Tickets will be available at the store front beginning thirty minutes before the event, costing 100\$. If you would like to be a part of this exclusive event, be there first!

FLOOR PLAN



Social Media Teasers



MEDIA ANNOUNCEMENT



Puma X Dapper Dan Harlem Atmos Takeover

**One-of-a-kind customization experience
with the fashion icon Dap himself!**

**Create your own personalized
fashion with our fresh new line
now.**



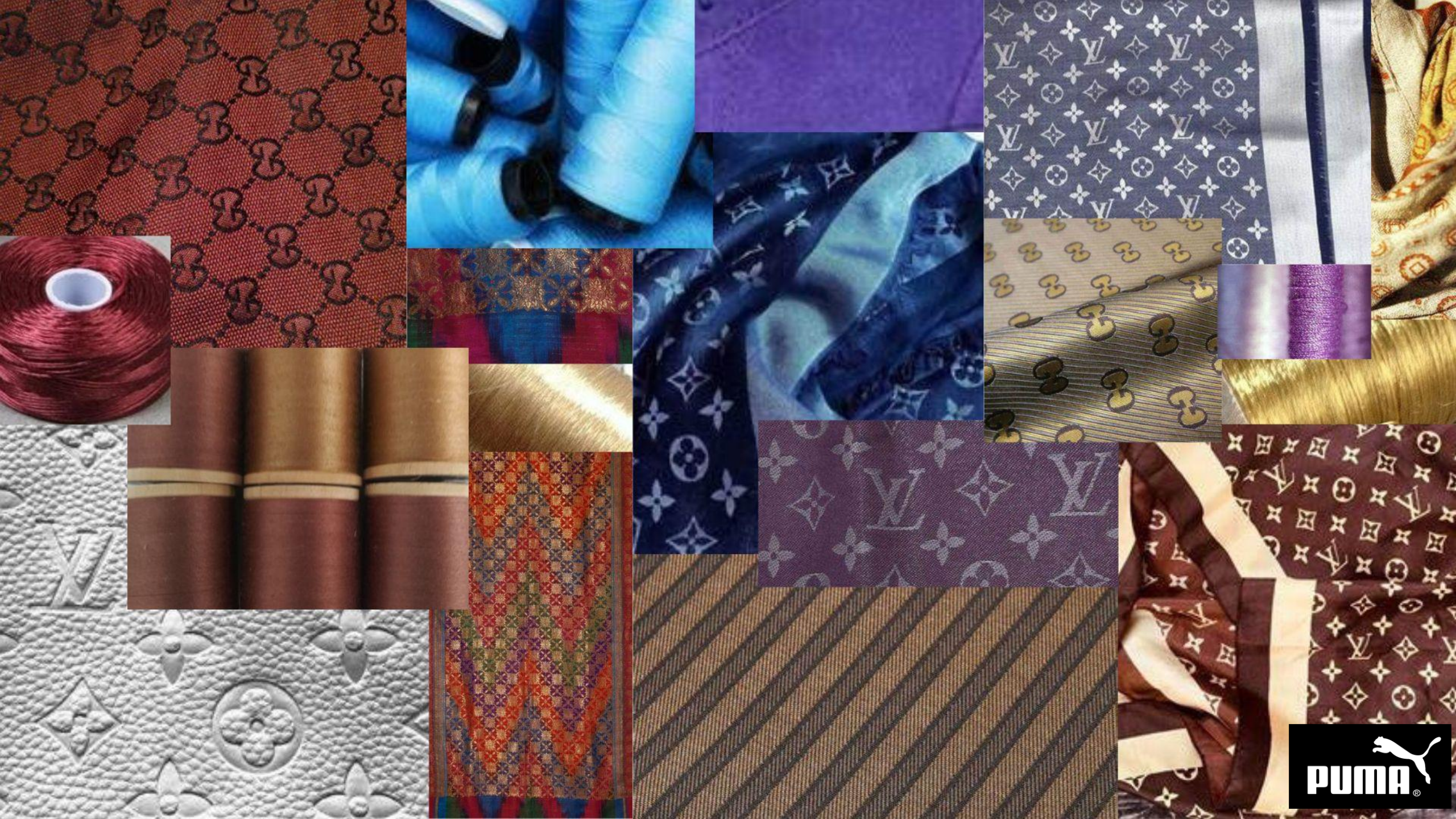
September 16th 11am-7pm
\$100 entrance fee

203 W 125th St, New York, NY 10027



PHOTOS OF LOCATION





EVENT INVITES



PUMA X DAPPER DAN

Have the opportunity to rework your clothes and meet the one and only Dapper Dan!

SATUR
DAY

September 16th, 2023
at Atmos New York City

11 am- 7 pm
203 W 125th St, New
York, NY 10027

Come celebrate our event and get creative with others!

\$100 entrance fee





SOCIAL MEDIA INVITES



YOU'RE INVITED

PUMA
X
DAPPER
DAN

Hosted by Atmos

16 SEP 11 AM

RSVP: atmosshop@gmail.com

203 W 125th St, New York, NY 10027

11:00
Saturday September 16th

REMINDER

Puma x Dapper Dan
Event

SET DESIGN PLANOGRAM



01

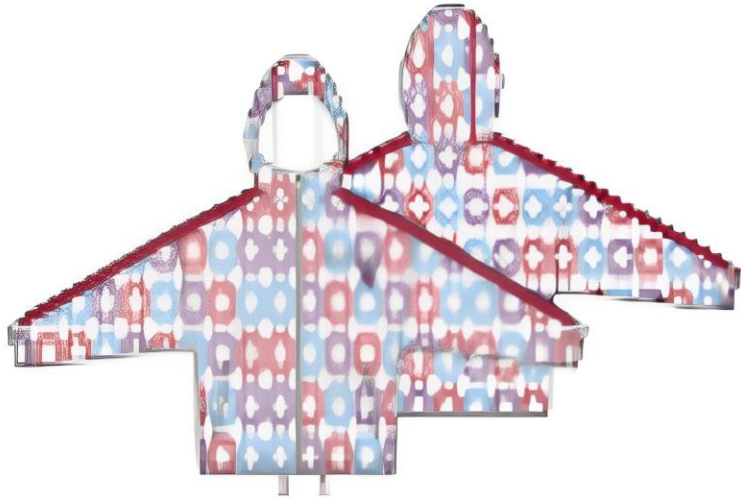


02



01

02



SET DESIGN FLOOR DISPLAY (TOP ANGLE)

Dapper Dan[®]



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