



A former Atlanta library now houses Wish, a high-end sneaker and clothing shop by Rafael Berkowitz and Sam O'Donahue

The behemoth Atlanta area known as Little Five Points flares itself to New York's Greenwich Village, circa 1967. The tattooed and pierced amble past shops selling bongos, bongos, beads, and patch-ouli; the requisite Starbucks Coffee location; and the online public library that's home to Wub. When Lauren Amos bought the business in 2004, it carried basic street fashions for skaters and ravers. But Amos could see its potential for transformation into a magnet for style-conscious hipsters—particularly the counterculture of “sneakerheads” who collect limited-edition Nike Dunkles the way Invidia Marcos hoarded pumps. Overall, the merchandise would be more tailored and fabric-driven, with what Amos calls a “global reach.”

The research began as a branding effort, courtesy of graphic designer Saahaz U-Hagg, who first met Amos when they were studying at the

Opposite: On the lower level, men's sneakers line up in a niche clad in acid-etched mirror. The books refer to the building's past as a library.

Above: The main level's custom Kang bars of powder-coated tubular steel are covered (for painting) in construction-grade plywood, sealed with two coats of polyurethane.

