

Psycho Sisters

428 Moreland Avenue NE, Atlanta, GA, Little Five Points

-Thrift Store

They sell gently used clothes, authentic outfits from the 60's, 70's, 80's, 90's, and Victorian era, and shoes.

-My initial thought on Psycho sisters was that they are one of a kind with a very vibrant atmosphere

There strengths lie in the vibe that the store radiates. Everything is quite eccentric and wild but the environment is so laidback it can help you to feel confident when buying something that may be a bit over the top.

They also have so many clothes that seem exclusive to the store. Most people who shop at second hand stores only do it to find clothing that is unlike anything that anyone else has which gives Psycho Sisters a leg up against the competition.

Their weaknesses come from their quite expensive prices and the fact that the store is so full of clothes that it makes it difficult to make it through a single rack.

They have a very strong presence both inside and outside the store but the logo is quite weak in comparison and does not read as a brand for a second hand store.

The eccentric air surrounding this building which makes it distinctive from the store directly adjacent to it