






The Vomero 5

- The Vomero 5  is the #6 fastest-growing silhouette on GOAT
- Discontinued in 2012, revived by A-Cold-Wall* in 2018  
- Sales have grown +1237%, wants +1020% this year 
- 2023 releases make up 57% of the Vomero 5 catalog 



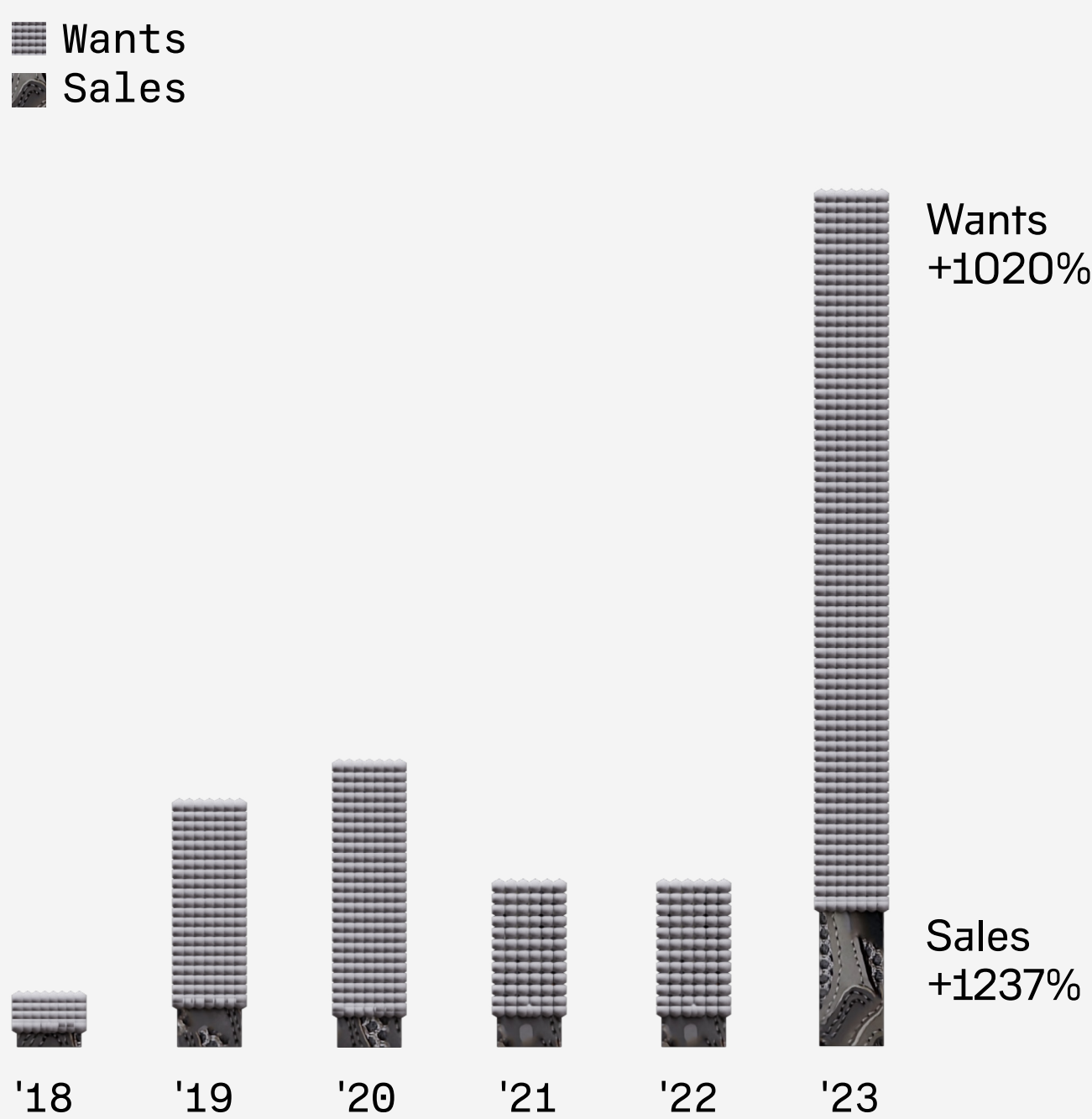
Sect. I. On the Rise

The Vomero 5 is the #6 fastest-growing silhouette on GOAT this year.

After two separate discontinuances, demand for the silhouette has exploded in 2023, with sales up +1237% and wants up +1020%. **FIG. A**

The 5 is by far the top selling Vomero model, representing 99.03% of total sales, with the Vomero 16 in distant second at 0.72%.

FIGURE A
Vomero 5 wants and sales, 2018-2023



Sect. II. Origins

2010

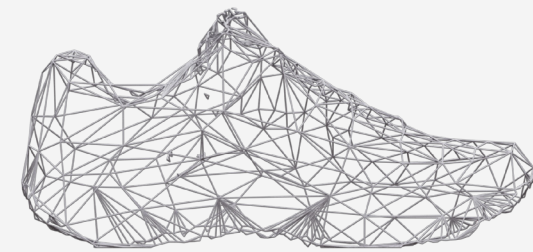
Nike debuts the Air Zoom Vomero 5 as an advanced running shoe. Despite initial success, it soon grows obsolete in a crowded market.



[1]

2012

Nike ceases production of the silhouette.



2018

A-Cold-Wall* revives the forgotten sneaker with the Air Zoom Vomero 5 in 'Sail' and 'Black.'



[2]



[3]

A-Cold-Wall* included a prominent heel counter and removed the PU coating to accelerate aging

[1] Zoom Vomero 5+ 'Metallic Silver Blue'
 [2] A-Cold-Wall* x Air Zoom Vomero 5 'Sail'
 [3] A-Cold-Wall* x Air Zoom Vomero 5 'Black'

Sect. II.

2019

In addition to two A-Cold-Wall* collaborations ('Reddox' and 'Solarised'), Nike releases five new Vomero colorways.

Average Resale Price: \$1009



[4]

Average Profit Margin: +388%



[5]

First non-collaboration release in 7 years



[6]

2023 Wants Growth: +30%

2020

After the release of 'Bright Crimson,' production of the silhouette ends for the second time as Nike redirects its attention to the Vomero 16.



[7]

[4] A-Cold-Wall* x Air Zoom Vomero 5 'Solarised'
 [5] A-Cold-Wall* x Air Zoom Vomero 5 'Reddox'
 [6] Air Zoom Vomero 5 SE SP 'Dark Grey'
 [7] Air Zoom Vomero 5 SE 'Bright Crimson'

Sect. II.

2022

Nike revives the silhouette with three womens releases. Today, womens sneakers represent 35% of Vomero 5s, and make up 58% of total sales.



[8]



[9]



[10]

[8] Wmns Air Zoom Vomero 5 'Oatmeal'
[9] Wmns Air Zoom Vomero 5 'Cobblestone'
[10] Wmns Zoom Vomero 5 'Earth Fossil'

Sect. III. 2023

Nike has dramatically accelerated the release cadence in 2023, dropping 17 colorways (or 57% of all Vomero 5s), with at least ten more rumored releases on the way. FIG. B

FIGURE B
The 2023 release calendar as of publication



- [1] Air Zoom Vomero 5 'Light Iron Ore' (01.19)
- [2] Air Zoom Vomero 5 'Wheat Grass' (02.10)
- [3] Wmns Air Zoom Vomero 5 'Photon Dust Metal...' (02.22)
- [4] Air Zoom Vomero 5 'Vast Grey' 2023 (02.22)
- [5] Air Zoom Vomero 5 'Anthracite' 2023 (02.22)
- [6] Air Zoom Vomero 5 'Doernbecher 2023' (02.25)
- [7] Wmns Zoom Vomero 5 'Black Sesame' (03.01)
- [8] Wmns Zoom Vomero 5 'Wolf Grey Cool Grey' (03.01)
- [9] Wmns Air Zoom Vomero 5 'Primary Colors' (03.24)
- [10] Wmns Air Zoom Vomero 5 'Timeless' (04.01)
- [11] Wmns Air Zoom vomero 5 'Light Bone' (04.08)
- [12] Air Zoom Vomero 5 'Velvet Brown' (04.20)
- [13] Air Zoom Vomero 5 'Worn Blue' (05.12)
- [14] Air Zoom Vomero 5 '520 Pack - Ocean Bliss' (05.15)
- [15] Wmns Air Zoom Vomero 5 '520 Pack - Pink Foam' (05.20)
- [16] Zoom Vomero 5 'Yellow Ochre' (06.06)
- [17] Wmns Air Zoom Vomero 5 'Royal Tint' (06.14)
- [18] Wmns Air Zoom Vomero 5 'Mystic Red' (TBD)
- [19] Zoom Vomero 5 'Supersonic' (TBD)
- [20] Wmns Air Zoom Vomero 5 'Sail Light Oregwood...' (TBD)
- [21] Wmns Air Zoom Vomero 5 'Pale Ivory Oil Green' (TBD)
- [22] Air Zoom Vomero 5 'Platinum Laser Orange' (TBD)
- [23] Wmns Air Zoom Vomero 5 'Olive Flak' (TBD)
- [24] Wmns Air Zoom Vomero 5 'Triple Pink' (TBD)
- [25] Wmns Zoom Vomero 5 'Pink Foam Team Red' (TBD)
- [26] Zoom Vomero 5 'Have a Nike Day' (TBD)
- [27] Air Zoom Vomero 5 'Triple Black' (TBD)

Sect. IV. Analysis

Nike's plan to stimulate consumer interest in Vomero 5s with new releases is paying off: 2023 sneakers represent 55% of all time wants, indicating the accelerating Vomero demand is driven by a mix of both new releases and rare vintage models. FIG. C

New releases earn higher profits, as well: nine of the 12 most profitable releases of all time are from 2023. FIG. D

FIGURE C
All-time Vomero 5 demand by release years

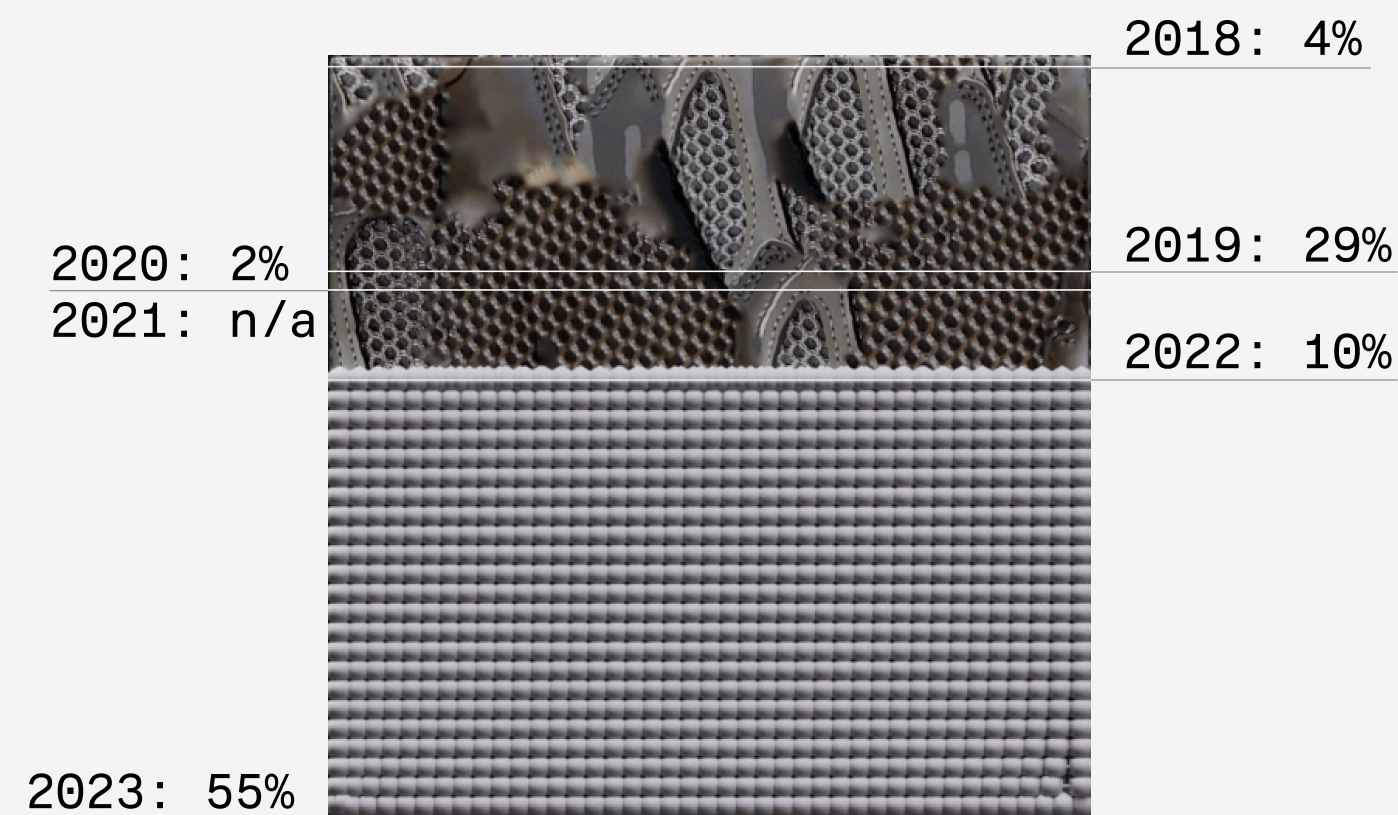


FIGURE D
The 12 Vomero 5s with the all-time highest profit margins on GOAT

- A-Cold-Wall* x Air Zoom Vomero 5 'Reddox'
- Air Zoom Vomero 5 'Doernbecher 2023'
- Air Zoom Vomero 5 'Platinum Laser Orange'
- Wmns Air Zoom Vomero 5 'Olive Flak'
- Wmns Air Zoom Vomero 5 'Timeless'
- Wmns Air Zoom Vomero 5 'Royal Tint'
- Wmns Air Zoom Vomero 5 'Photon Dust M...'
- Zoom Vomero 5 'Yellow Ochre'
- Air Zoom Vomero 5 'Light Iron Ore'
- Wmns Air Zoom Vomero 5 'Oatmeal'
- A-Cold-Wall* x Air Zoom Vomero 5 'Sail'
- Air Zoom Vomero 5 SE SP 'Dark Grey'

Sect. V. Conclusion

Vomero 5s are set to continue their precipitous rise. Interested resellers should:

- 1 Prioritize acquiring new releases over vintage editions, with the notable exceptions of 'Sail,' 'Dark Grey' and 'Reddox'
- 2 Watch the 2023 release calendar. 'Mystic Red' and 'Triple Pink' are set to drop in late summer (and red is the most profitable Vomero 5 color)
- 3 Consider womens styles, which drive 58% of Vomero 5 sales