

AD



How The Mine Turned Its Ecommerce Strategy Around—with the Help of Alexa Hampton

The company has gone from under-the-radar everything store to designer-friendly source

Ask any designer if they've heard of ATG Stores and the answer is likely to be negative. Bring up [The Mine](#), though, and there's a good chance some of the top names in the industry not only know the reference, but have seen their work published on the site's blog and social media. The Mine, which rebranded from its ATG Stores moniker last April, may be one of the most successful reinvention stories in the interior design industry. That's all thanks to a more designer-friendly strategy, increased brand identity (both visually and editorially), and a little bit of help from one of the interior design world's heavy hitters: Alexa Hampton.

Indeed, for customers, such a program offers up a nonstop supply of fresh inspiration; for The Mine, it enables them to work with designers who likely would never have given ATGStores.com a second look. The roster of participants (many of whom Hampton personally enlisted) is impressive: [Bill Ingram](#), Joe Nahem, and Anne Hepfer are live on the site, and the spring lineup includes Timothy Corrigan, Katie Ridder, and Stephen Sills. Strong endorsements, indeed.

