

THE PROSPECT

# A broke college student goes undercover: Inside the new Hermès store



*Amanda Hugas  
Contributing Writer*



“To me the store felt like what my friends envisioned when I described the Princeton Merch Store with the abundance of the color orange.”

“Laughing to myself at the thought, I instinctively snapped a picture to remember for later: my first red flag to the luxury code of conduct.”

*Amanda Hugas*



“As if he had been waiting for me to reveal my **true malicious intentions**, the guard quickly approached me and asked me to respect their **no-photo policy**.”

*Amanda Hugas*



My contraband photo, which I definitely deleted.  
Amanda Hugas / The Daily Princetonian

“It seems that **not even high quality can buy you perfection.**  
Located inside a beige shirt with brown elements and blue highlights, on a flipped sleeve, there lies one imperfection. A loose thread that hung out from its proper place stuck out to my careful eye.”

*Amanda Hugas*



“The store presents a very mysterious front and guarded reputation, and their quality – for the majority of it – is held to the standards they claim to have.”

“Even though an intimidating security guard dutifully greets you at the door, there is really nothing else that would stop and capture the interest of a shopper.”

*Amanda Hugas*

