

THE PROSPECT

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

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Contributing Writer

HERMÈS
PARIS



“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.”

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