



DISCOURSE | RETAIL

# The new status symbol for corporate climbers

How a \$7,000 Herman Miller chair became the new Rolex watch



“

**You feel cool in it. You feel like you're the boss of the house.**

That status-symbol status persists. Among men of a certain age — and bank-account size — the chair signifies that they "made it." It's classic enough to convey a sense of style, even if it's a touch cliché. The Eames lounge is a luxury item that's high quality and coveted, something that looks nice in person, on Instagram, or in the background of a Zoom call.

"You feel cool in it. You feel like you're the boss of the house. And because it's expensive, it's aspirational because it takes up a lot of space," Julia Mack, an interior designer in Brooklyn, New York, said.

It's an obvious pick for men who are design-minded and for men who aren't. Black leather, wood base, toss it in a living room or a home office, and voila, a statement piece.

"Guys can be unsure about what they want, especially when they're bachelors, and if they know that this piece is iconic and has long-lasting cool, it's an easy choice," Jennifer Jones, the principal designer at Niche Interiors in San Francisco, said.