


The Hottest Shop in America Is Your Local Gas Station



By [Jacob Gallagher](#) [Follow](#)

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Josie Francis in one her gas station finds. PHOTO: JOSIE FRANCIS

When Josie Francis wants to buy an especially extraordinary new hat, she doesn't go to any old boutique in Los Angeles where she lives. No, she waits till she returns to her native Wisconsin and visits her local gas station.

"I get so many compliments on the things that I buy from literal gas stations," said Francis, 27, who works in digital marketing. "I can guarantee that no one in my circle is gonna have this hat I bought from this gas station off of I-94 in Wisconsin."

Call it "gas station core." In between putting \$25 on pump three, discerning shoppers like Francis are scouring the racks at their local Gulfs and QuikTrips for accessories that are appealing in that so-bad-they're-great kinda way.

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