

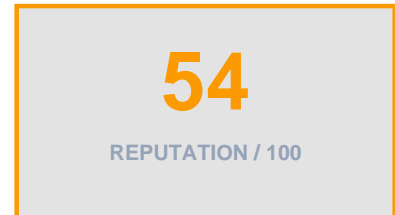
AI Reputation Analysis and Signal Evaluation - Carine Roitfeld

BRAND AI REPUTATION

Beauty, Cosmetics & Personal Care
Reputation: Carine Roitfeld
(carineroitfeld.com)

<https://carineroitfeld.com>

Industry: Beauty, Cosmetics & Personal Care



REPUTATION LEVEL

BEAUTY, COSMETICS & PERSONAL CARE

54.6 Avg Reputation

Based on 1453 businesses audited.

LOWER REPUTATION THAN AVERAGE

Carine Roitfeld has 0.6 points less reputation than the average for Beauty, Cosmetics & Personal Care.

EXPERT VERDICT

A prestige-driven shell that leans entirely on the founder's 20th-century fashion legacy to excuse its 21st-century technical and evidentiary shortcomings. It is a high-identity, low-substance digital presence where the smell of 'trust theatre' is stronger than the perfumes it sells.

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INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site exhibits a sharp divide between biographical substance and product fluff. The History page contains specific nouns and dates (e.g., '2011', 'Vogue Paris', 'Dominique Ropion'), whereas the Collections page is saturated with power words like 'attraction irrésistible' and 'élégance magnétique' without any technical or ingredient-based specifications. The homepage is functionally insufficient, containing only 360 characters and providing zero unique value proposition in its text.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

13

65% Reputation

There is a noticeable drift between the minimalist, almost silent homepage and the detailed biographical sub-pages. While the meta_description on the homepage promises 'official scents,' the H1 is entirely missing, leaving the primary signal to be carried by utility links rather than brand narrative. The sub-pages eventually deliver the promised 'history,' but the lack of an H1-driven narrative on the homepage creates a structural disconnect.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

The site triggers a trust_theatre_flag because it displays a review_count of 2 across multiple pages while maintaining a proof_links_count of 0. This indicates that customer feedback is presented as a closed loop without external verification paths. Furthermore, claims of being 'present in more than 20 countries' are unsubstantiated by any retail list or outbound links.

EVIDENCE: PROOF DENSITY

Specific proof is limited to the founder's resume (biographical dates). Relative to the temporal anchor of June 2026, the 'latest' milestones mentioned are from 2022, making the evidence for the brand's current momentum feel stale (48 months old). The ratio of poetic assertions (e.g., 'un reflet olfactif sensuel') to verifiable facts (e.g., INCI ingredient lists) is approximately 4:1.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

9

60% Reputation

The brand relies heavily on industry clichés such as 'chic parisien' and 'incarnation du chic.' The value proposition is partially unique due to the founder's name, but the product descriptions (e.g., 'créer une atmosphère mystérieuse') could be copy-pasted onto any luxury candle or perfume brand. A significant template-level red flag is the typo in a major H2 heading: 'FORIVE ME' instead of 'FORGIVE ME'.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

DIAGNOSIS: AUTHORITY GAPS

Despite the founder's global reputation, the site has a null schema_json across all evaluated pages, representing a massive technical credibility gap for a brand claiming international prestige. The site references high-authority figures like Karl Lagerfeld and Hedi Slimane but fails to connect them via Person schema or SameAs links, leaving these as mere 'name-drops' in the eyes of forensic analysis.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site uses a marketing tone that relies on 'reputation and expertise' but provides no measurable current data beyond 2022. The claim of being one of the 'most influential figures' is a subjective appeal to authority that is not backed by current metrics or case studies of brand success since the 2019 launch. The collection descriptions are purely emotive with no disclosure of ingredient concentrations or manufacturing standards.

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INDUSTRY MATCH & SCORE SUMMARY

**Beauty, Cosmetics & Personal Care Reputation: Carine Roitfeld
(carineroitfeld.com)**

Reputation: 54 / 100

INDUSTRY CLASSIFICATION

The site content is a textbook match for the luxury fragrance and beauty industry, utilizing specific terminology like 'sillage,' 'EDP,' and 'notes de patchouli.' It positions itself within the high-fashion ecosystem by citing associations with established houses like Chanel and Gucci.

"The score of 54 reflects a moderate BS level where the brand has a real-world foundation (the founder) but the website fails to prove current-day substance. The high scores in Trust and Proof and Identity and Authority (totaling 24 points) are the primary drivers, caused by the absence of structured data and verifiable third-party proof."

ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://carineroitfeld.com> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: June 20, 2026

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