

AI Reputation Analysis and Signal Evaluation - 28 Vintage

BRAND AI REPUTATION

Fashion, Apparel & Accessories Reputation: 28 Vintage (28vintage.co.uk)

<https://28vintage.co.uk>

Industry: Fashion, Apparel & Accessories



FASHION, APPAREL & ACCESSORIES

55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

28 Vintage has 22.7 points more reputation than the average for Fashion, Apparel & Accessories.

EXPERT VERDICT

This is a high-substance, low-BS boutique that prioritizes technical product data over lifestyle fluff. It functions as a transparent inventory-led site rather than a high-concept marketing vehicle.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

Information density is exceptionally high for e-commerce. Product pages move immediately to substance, providing exact measurements like 'Waist 34?', 'Inside Leg 36?' and model specifics ('Archie who is 6'1'). Fluff is virtually non-existent in headings, which are almost entirely utilized for specific product identification.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is zero detectable semantic drift between the homepage and sub-pages. The H1 '28 Vintage' and the claim of being an 'independent vintage boutique' are directly supported by every product page, which lists authentic vintage inventory from the promised brands and eras.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits a moderate trust theatre penalty due to the `trust_theatre_flag` being true. While it lists a `review_count` of 52 on product pages, the `proof_links_count` is 0, indicating that customer reviews are displayed without external verification paths or third-party links.

EVIDENCE: PROOF DENSITY

Proof density is high, with the ratio of verifiable data (sizes, brand names, era tagging, specific item imperfections) far outweighing marketing assertions. The disclosure that pieces 'may tell its story through minor imperfection' provides honest substance over marketing fluff.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

Cliché density is low, though phrases like 'sustainable service' and 'supporting the planet' appear as standard industry value props. The uniqueness of the '28 x MIA - Marlbro's' collaboration and the specific rework section helps differentiate the site from a generic copy-paste vintage shop.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

A technical authority gap exists as `schema_json` is null across the crawled pages, missing a critical opportunity to define Organization or Product structured data. While 'Archie' is named as a model, there is no team or founder footprint beyond a basic 'Who are we?' section.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids bold, unverifiable performance claims. It promises vintage clothing and provides the physical proof through detailed descriptions and multiple image references for every item, resulting in a very low disconnect score.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Fashion, Apparel & Accessories Reputation: 28 Vintage (28vintage.co.uk)

Reputation: 78 / 100

INDUSTRY CLASSIFICATION

The site is an exact match for the vintage and retro sportswear industry. The content consistently references specific brands (Nike, Adidas, Carhartt) and eras (80s, 90s, 00s) that align with its primary boutique signal.

"The score of 78 is primarily driven by the lack of structured data and the presence of unverified internal reviews (Trust Theatre). The core content and product descriptions are remarkably free of bullshit, relying on specific measurements and brand identification."

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://28vintage.co.uk> 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 21, 2026

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