

AI Reputation Analysis and Signal Evaluation - Anomi Stockholm

BRAND AI REPUTATION

Fashion, Apparel & Accessories Reputation: Anomi Stockholm (anomistockholm.com)

<https://anomistockholm.com>

Industry: Fashion, Apparel & Accessories



FASHION, APPAREL & ACCESSORIES

55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Anomi Stockholm has 24.3 points less reputation than the average for Fashion, Apparel & Accessories.

EXPERT VERDICT

Anomi Stockholm is a high-BS dropshipping operation masquerading as a localized fashion brand. It relies on manufactured urgency, unverified medical claims for footwear, and a total lack of supply chain transparency.

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INFO DENSITY

Power-words vs. Substance ratio.

9

30% Reputation

The site suffers from high heading fluff and repetitive value propositions centered entirely on discounts. Phrases like 'Elegant damblus sofistikerad stil för alla tillfällen' and 'Bohemisk maxiklänning med luftig elegans' use subjective adjectives without defining material quality or origin. Specificity is nearly non-existent, with technical descriptors limited to vague terms like 'syntetiskt tyg' (synthetic fabric) or 'linblandning' (linen blend). The substance ratio is heavily weighted toward pricing (70% rabatt) rather than product attributes.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

While the homepage and sub-pages are structurally aligned, there is a subtle drift between the 'Stockholm' branding and the actual inventory. The image data reveals references to 'SkinzLine' and 'High-Waisted Tummy Control,' suggesting the brand is a reseller of generic white-label goods rather than a Stockholm-based designer. The promise of 'latest trends' in the footer is contradicted by the presence of generic 'orthopedic' footwear that lacks any fashion-forward credibility. This creates a disconnect between the 'Anomi Stockholm' identity and the commodity nature of the products.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

0

0% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits maximum trust theatre, showing a static review count of 6 across all evaluated pages with a proof_links_count of 0. There is no evidence that these reviews are verified or linked to external platforms like Trustpilot or Google. The 'trust_theatre_flag' is triggered by the prominent display of '30 days return' and 'Free shipping' as primary value props in lieu of actual brand authority.

EVIDENCE: PROOF DENSITY

The ratio of verifiable proof to assertions is near zero. Out of over 14,000 characters of text across four pages, there are zero links to third-party audits, zero named factory partners, and zero material certifications (e.g., GOTS, OEKO-TEX). The only 'data' provided are the prices and the 2025 date stamp in headings, which serves as a thin veneer of currency.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

2

13% Reputation

The site is a textbook example of a commodity e-commerce template, likely built on Shopify. It utilizes common 'Red Flags' such as perpetual sales (Up to 70% off) and generic button text like 'Snabbvy' (Quick view) and 'Stäng' (Close). The value proposition is entirely copy-pasted, focusing on 'style and comfort' and 'latest trends'?phrases that could apply to any of ten thousand identical competitors.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a significant authority gap regarding the 'Ortopediska' (Orthopedic) claims made for multiple shoe products. No podiatrists, medical certifications, or technical specifications are provided to back these health-related claims, which is a major red flag for BS. Furthermore, the schema_json is largely missing on the homepage and provides no Organization or Person data to verify who is behind the brand.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to offer 'sophisticated style' and 'elegance,' but the primary marketing lever is 'Utförsäljningsrea' (Clearance Sale) and deep discounts. This disconnect between a 'premium' brand name and 'bottom-dollar' pricing suggests the original prices (Ordinarie pris) are likely inflated to make the 'Reapris' seem like a bargain. No information regarding manufacturing ethics or sustainability is provided, despite the current fashion industry standards.

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INDUSTRY MATCH & SCORE SUMMARY

**Fashion, Apparel & Accessories Reputation: Anomi Stockholm
(anomistockholm.com)**

Reputation: 31 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Fashion, Apparel & Accessories category, displaying a standard e-commerce structure for clothing and swimwear. However, the content suggests a low-tier retail or dropshipping model rather than a design-led fashion house.

"The score is driven primarily by the 'Trust and Proof' and 'Identity and Authority' pillars, which both reached near-maximum BS levels due to unverified medical claims and lack of organizational schema. The 'Information Density' score reflects the high volume of marketing fluff and discount-heavy language. The 'Semantic Coherence' score is relatively low (better) only because the site is consistently a generic storefront, even if that identity is itself low-value."

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://anomistockholm.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 21, 2026

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