

AI Reputation Analysis and Signal Evaluation - Crombie 1805 Limited

BRAND AI REPUTATION

Fashion, Apparel & Accessories Reputation: Crombie 1805 Limited (crombie.co.uk)

https://crombie.co.uk

Industry: Fashion, Apparel & Accessories



FASHION, APPAREL & ACCESSORIES

55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Crombie 1805 Limited has 5.3 points less reputation than the average for Fashion, Apparel & Accessories.

EXPERT VERDICT

Crombie is a 'Heritage Ghost' brand that weaponizes a rich 19th-century narrative to mask a 21st-century digital vacuum. While the historical facts are substantive, the total absence of modern schema, product catalogs, or technical cloth data results in a high-fluff digital presence.

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INFO DENSITY

Power-words vs. Substance ratio.

17

57% Reputation

The Information Density is highly polarized; while 'The Crombie Story' provides specific historical names and dates, 75% of the pages analyzed are technically 'insufficient.' The homepage H1 tags are limited to the year 'Since 1805,' which functions as a power-word anchor rather than a descriptive heading. Body text on the Bespoke and Contact pages is nearly non-existent, consisting of fewer than 165 characters combined. The ratio of generic marketing terms like 'quality,' 'bespoke,' and 'eminent' compared to technical fabric specifications is high, particularly on the transaction-oriented pages.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

9

45% Reputation

There is a significant drift between the homepage's primary signal of being 'renowned for clothing and accessories' and the actual sub-page content which offers no catalog or purchasing capability. The Bespoke page promises an elite service but provides only a four-line 'by invitation only' gate, offering no substance on the process or tailoring standards. The News section is a dead end marked 'COMING SOON,' contradicting the image of a globally active, eminent brand. The messaging shifts from a 'renowned' historical powerhouse on the homepage to an effectively dormant digital entity on the sub-pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

The site displays a review_count of 1 across all pages, which is statistically improbable for a brand claiming a 200-year legacy of serving royalty and global icons. While the text mentions high-profile associations like The Beatles and HRH The Prince of Wales, there are zero outbound proof_links to verify these claims or modern press mentions. This creates a trust theatre environment where the brand relies entirely on unlinked historical anecdotes rather than verified third-party social proof.

EVIDENCE: PROOF DENSITY

The proof density is high on a single page ('The Crombie Story') but drops to zero elsewhere, creating an inconsistent evidence profile. The site lists specific years (1805, 1964, 1990) and locations (Grandholm Mill, Cothal), which provide historical proof, but fails to provide a single modern proof point from the last three years. The ratio of unsubstantiated promises to verifiable facts is heavily weighted toward the brand's past rather than its current operations.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The brand utilizes standard luxury template fingerprints such as 'Bespoke,' 'Our Story,' and 'Sign up to our newsletter' to fill space on otherwise empty pages. While the specific Scottish heritage of John Crombie is unique, the value proposition of 'quality of our cloth' and 'exclusive garments' could be easily mapped onto any high-end competitor. The site's reliance on generic buttons like 'More Info' and 'Get in Touch' without unique calls-to-action further reinforces a commodity template structure.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

DIAGNOSIS: AUTHORITY GAPS

A critical authority gap exists as the site contains null schema_json across all four analyzed pages, failing to provide machine-readable proof of its business identity. Despite claiming a history involving the Scottish Samurai and the Mitsubishi Corporation, there are no Person schema or sameAs links to anchor these historical figures to the modern brand entity. The technical implementation is dated, with empty meta descriptions and a 2022 'new custodians' update that is now 48 months stale relative to the system date.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to be 'the choice of Royalty' and 'the most eminent of Scottish mills,' yet it lacks any modern performance data, sales volume, or current partner lists. The claim of being the 'first western brand to be big IN JAPAN' is a bold historical performance metric that has no contemporary equivalent presented on the site. The marketing tone suggests a thriving international fashion house, but the sub-pages demonstrate a stagnant placeholder for a brand that is currently not transacting.

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INDUSTRY MATCH & SCORE SUMMARY

Fashion, Apparel & Accessories Reputation: Crombie 1805 Limited
(crombie.co.uk)

Reputation: 50 / 100

INDUSTRY CLASSIFICATION

The content strongly confirms the brand's position within the heritage fashion and luxury apparel industry. The text focuses heavily on textile history, bespoke tailoring, and high-end materials like cashmere and vicuna.

"The score of 50 is driven by a 100% failure rate in structured data (Identity and Authority) and a 75% rate of insufficient content on sub-pages. While the specific historical text in Pillar 1 prevents an 'Extreme BS' rating, the semantic drift between the homepage signal and the empty sub-pages ensures a high score.

The staleness of the 2022 custodial update further penalizes the authority score."

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://crombie.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: May 26, 2026

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