

AI Reputation Analysis and Signal Evaluation - Frilivin

BRAND AI REPUTATION

Fashion, Apparel & Accessories Reputation: Frilivin (frilivin.fr)

https://frilivin.fr

Industry: Fashion, Apparel & Accessories



FASHION, APPAREL & ACCESSORIES

55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Frilivin has 10.3 points less reputation than the average for Fashion, Apparel & Accessories.

EXPERT VERDICT

Frilivin is a classic fast-fashion 'Trust Theatre' operation that uses Parisian branding as a thin veneer over high-volume commodity apparel. The high bullshit score is driven by massive discrepancies between unverified review counts and the total absence of external proof paths.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The information density is moderate; while headings like 'Le Meilleur de la Mode pour Hommes' are pure marketing fluff, the body text on product pages provides specific material compositions (e.g., '75% Viscose 22% Nylon 3% Élastique') and mannequin measurements ('Le mannequin mesure 1m81'). However, the site suffers from extreme concept repetition, specifically the 'Guide des tailles' which is duplicated as an H2 up to three times on a single product page. Substantial data is confined to the technical specs of the clothing, while the brand's 'Identity' section remains devoid of actual narrative text.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

13

65% Reputation

There is a notable drift between the high-level brand positioning and the product reality. The homepage and metadata claim Frilivin is a 'Marque Parisienne' offering 'Élégance,' but the sub-pages deliver commodity basics at fast-fashion price points (14,95€ T-shirts). The H1 tags are used effectively for product names, but the structural hierarchy is undermined by repetitive H2 tags for the size guide, creating a disjointed narrative where the 'Size Guide' occupies more semantic weight than the products themselves.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

4

20% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits high trust theatre; it displays significant review counts (e.g., 969 reviews on the Chino page) but has a proof_links_count of 0 across all pages, meaning these reviews are self-hosted and lack third-party verification. There is no external proof path or links to platforms like Trustpilot or verified purchase badges. The 'trusted by thousands' vibe is generated entirely through unlinked internal metrics.

EVIDENCE: PROOF DENSITY

Proof density is low. While the technical product details (75% Viscose, etc.) serve as a form of substance, they are outweighed by unsubstantiated marketing assertions. The ratio of verified external evidence to vague internal claims is near zero, as the site provides no outbound links to manufacturing locations, ethical certifications, or third-party audits.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

2

13% Reputation

The commodity fingerprint is heavy, utilizing a standard Shopify-style template with boilerplate sections like 'NOS DERNIÈRES NOUVEAUTÉS' and 'Achetez le look!' that are indistinguishable from thousands of other fashion sites. The value proposition relies on industry clichés such as 'tendances,' 'élégance,' and 'Parisienne' without explaining what makes their specific design process unique. It scores high for template language, particularly the 'Information sur le produit' blocks which follow a rigid, automated structure.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is weak as the site lacks Person schema or any named digital footprint for its creators or designers. While Organization schema is present, the sameAs arrays are null, indicating a lack of social media integration or external authority linking. The 'Parisienne' claim is a geographic assertion with no supporting 'About Us' narrative or historical context provided in the crawled data.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims such as being the 'Best of Men's Fashion' without providing any evidence like awards, press mentions, or growth metrics. The marketing tone suggests a curated boutique experience, but the technical reality shows a high-volume SKU environment with industrial material compositions. There is no demonstration of 'artisan craftsmanship' to back the brand's 'Parisian' allure.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Fashion, Apparel & Accessories Reputation: Frilivin (frilivin.fr)

Reputation: 45 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Fashion, Apparel & Accessories industry, specifically positioned in the men's fast-fashion segment. The content focuses on seasonal collections, product categorizations like Chemises and T-shirts, and specific garment attributes such as material composition and cut.

"The score of 45 reflects a site that provides decent product-level technical data (lowering the info density penalty) but fails significantly on Trust and Proof due to zero external validation and high commodity template usage."

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://frilivin.fr> 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 28, 2026

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