

AI Reputation Analysis and Signal Evaluation - NEIGHBORHOOD

BRAND AI REPUTATION

Fashion, Apparel & Accessories Reputation: NEIGHBORHOOD (neighborhood.jp)

https://neighborhood.jp

Industry: Fashion, Apparel & Accessories



FASHION, APPAREL & ACCESSORIES

55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

NEIGHBORHOOD has 25.7 points more reputation than the average for Fashion, Apparel & Accessories.

EXPERT VERDICT

This site is a masterclass in 'Veblen Good' marketing where saying less creates more value. By stripping away typical fashion BS?no 'ethical' claims, no 'disruptive' jargon?it forces the user to judge the brand solely on its history and product aesthetics. It is 19% fluff, mostly due to technical schema gaps and a single unproven slogan.

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INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

The site exhibits exceptionally high substance due to its functional minimalism. Headings like NEW ARRIVAL and SRL are purely navigational and contain zero power-word fluff. Body text is almost non-existent outside of product names and prices (e.g., SAVAGE DENIM DP BASIC PANTS ¥77,000), which serves as high-density specific data for an e-commerce platform. The only subjective claim is the slogan 'Craft with Pride', which is anchored by the factual statement of being founded in 1994 in Harajuku.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage and sub-pages. The homepage establishes four primary categories?Neighborhood, SRL, Kids, and New Arrivals?and the sub-pages deliver exactly these items without any change in brand voice or audience targeting. The pricing remains consistent with a premium streetwear positioning across all collections, ranging from ¥2,970 for accessories to ¥77,000 for denim. The only inconsistency is a technical H1 'NOT FOUND' error on collection pages, which is a structural glitch rather than a messaging disconnect.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is low but present in the metadata; pages_data 1 and 2 report review counts of 332 and 328, yet no actual review text or verification links are present in the clean_text. The review count likely refers to a total catalog count or an internal metric rather than verified customer feedback. The site lacks external proof paths to certifications or supply chain audits, relying instead on its historical longevity (since 1994) as a proxy for trust.

EVIDENCE: PROOF DENSITY

Proof density is high regarding product existence and pricing but low regarding manufacturing transparency. Specific proof points include exact JPY pricing, release months (e.g., SS26 / FEB), and named collaboration partners like goyemon, Zero Halliburton, and Agnes b. The absence of material sourcing details or factory locations is common in streetwear but constitutes a lack of granular substance in the 'Craft' claim.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The site avoids almost all industry clichés identified in the pattern dictionary, eschewing terms like 'affordable luxury' or 'sustainable' in favor of raw product data. The value proposition is highly unique due to the SRL plant-focused sub-brand and specific Harajuku heritage, making it impossible to copy-paste this identity onto a generic competitor. Minimal template language is used beyond standard e-commerce markers like 'SOLD OUT' and 'VIEW MORE'.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

10

67% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is primarily established through 'Social Proof of Scarcity' (multiple SOLD OUT items) and dated historical markers. However, a significant gap exists in the technical schema; the Organization schema contains eight empty strings for 'sameAs' links, missing an opportunity to verify the brand's digital footprint. While the founder's influence is implicit in the brand's 1994 Harajuku origin, there is no Person schema or expert bio to formally anchor this authority in the structured data.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes no bold performance claims to disconnect from. It does not promise to 'revolutionize' anything; it simply lists goods for sale. The 'Craft with Pride' claim is the only assertion that lacks a direct proof link, but it is presented as a brand philosophy rather than a measurable performance metric.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Fashion, Apparel & Accessories Reputation: NEIGHBORHOOD
(neighborhood.jp)**

Reputation: 81 / 100

INDUSTRY CLASSIFICATION

The site is a perfect match for the Fashion, Apparel & Accessories industry, specifically positioned in the high-end Harajuku streetwear niche. Content across all pages focuses exclusively on product releases, collaborations, and category-specific lines like SRL (Specimen Research Laboratory) and One Third (Kids).

"The score is driven low by the total absence of marketing jargon and a high ratio of specific product data. Points were only lost due to the technical H1 error (Semantic Coherence), empty schema fields (Identity), and the lack of visible proof for the internal review counts (Trust and Proof). It represents the absolute floor for e-commerce BS scores."

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://neighborhood.jp> 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 30, 2026

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