

AI Reputation Analysis and Signal Evaluation - RESOLUTE

BRAND AI REPUTATION

Fashion, Apparel & Accessories Reputation: RESOLUTE (resolute.jp)

https://resolute.jp

Industry: Fashion, Apparel & Accessories



FASHION, APPAREL & ACCESSORIES

55.3 Avg Reputation

Based on 2934 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

RESOLUTE has 8.7 points more reputation than the average for Fashion, Apparel & Accessories.

EXPERT VERDICT

Resolute operates a 'ghost ship' digital presence that is remarkably low on traditional bullshit because it is remarkably low on content. While it avoids industry cliches and hyperbolic claims, the presence of 'Trust Theatre' review flags and the lazy recycling of six-year-old outfit data into 2026 news posts indicates a brand relying on offline reputation while neglecting its digital substance.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

Information density is characterized by a lack of fluff but a high volume of logistical repetition. While H2 headings like 'RESOLUTE POP UP STORE' are entirely substantive, the body text across multiple pages relies on a single recurring snippet describing a model's outfit (RESOLUTE 710, KNIT ¥38,000, etc.) which is explicitly dated '2020' despite appearing on 2026 archive pages. This creates a high repetition-to-new-info ratio, scoring 4/5 for concept repetition. Specificity is high only on the event logistics pages, providing exact addresses, phone numbers, and fitting dates.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

There is minimal semantic drift because the site makes very few 'Signal' claims on the homepage. The H1/H2 signals are purely chronological news updates, and the sub-pages deliver exactly that?dates and locations for pop-up stores. The only drift occurs in technical hygiene; Archive 2175 and 2149 are effectively empty 'insufficient' pages that repeat the homepage snippet, failing to provide the specific 'Pitti Immagine' or '3??POP UP' content promised by their own titles.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits Trust Theatre patterns with a consistent review_count of 1 across all pages despite a proof_links_count of 0, triggering the trust_theatre_flag. There is a total absence of external proof paths or customer testimonials beyond this unverified count. However, the inclusion of a specific external partner link (www.e-explorer.jp) provides a minor real-world proof point that offsets a total lack of evidence.

EVIDENCE: PROOF DENSITY

Proof density is low but factual. The site provides 0 verified reviews and 0 case studies, but it provides high-density logistical proof for its events (phone numbers like 03-6384-5763 and specific store locations). The ratio of 'marketing air' to 'substance' is actually better than most, as the site is almost 100% logistical, though it lacks the 'proof of quality' expected in the fashion industry.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site successfully avoids the typical 'sustainable fashion' or 'artisan craftsmanship' jargon listed in the industry dictionary. Its value proposition is understated to the point of being a commodity blog template; the 'Archive' sidebar spanning from 2020 to 2026 is a standard WordPress-style fingerprint. The site's uniqueness comes from its refusal to use marketing cliches, though it falls into the 'Template language' trap by having nearly identical structures across all sub-pages.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

Significant authority gaps exist due to the complete lack of structured data (schema_json is null) and a missing digital footprint for the 'Designer' mentioned in the fitting events. While the brand references prestigious shows like Pitti Uomo, it fails to use Person schema or sameAs links to verify its leadership or the designer's credentials. The technical implementation is functional but lacks the modern SEO/Authority markers expected of a global brand in 2026.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids bold performance claims ('world's best jeans'), which keeps the score low. The only disconnect is temporal: the site displays outfit pricing and styling from September 2020 as its primary body content for posts dated in 2026. This suggests the site functions as a static placeholder rather than a dynamic authority, creating a disconnect between its 'Official Website' status and its content maintenance.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Fashion, Apparel & Accessories Reputation: RESOLUTE (resolute.jp)

Reputation: 64 / 100

INDUSTRY CLASSIFICATION

The site aligns perfectly with the premium denim industry, focusing on specific model numbers (710, 711) and high-end retail partnerships. The content is sparse, functioning more as a logistical bulletin for pop-up stores and international trade shows like Pitti Uomo than a traditional marketing-heavy e-commerce site.

"The score of 64 is driven primarily by technical authority gaps (10/15) and trust theatre flags (9/20). It avoids a higher 'Extreme BS' score by completely eschewing industry jargon and fluff-heavy marketing claims, maintaining a lean, if neglected, informational profile."

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://resolute.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: June 19, 2026

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