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INTELLIGENCE ATLAS™

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# Closet Intelligence™

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**EVRYNN**

Intelligence Atlas™

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# Closet Intelligence™

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## What Closet Intelligence™ Is

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Most closets contain more than people wear. The gap between what someone owns and what they actually reach for is one of the most consistent patterns in human wardrobe behavior — not a failure of organization, but a failure of visibility and context. Closet Intelligence™ exists to close that gap.

Ownership is not use. A wardrobe full of clothes a person never wears is not an asset — it is noise. It creates decision fatigue, generates guilt, and obscures the items that actually serve the person well. Closet Intelligence™ is the EVERYNN domain that makes sense of what you own, identifies what is actually working for you, and surfaces what is being left behind.

The intelligence is built from what you add to EVERYNN. There is no integration with your purchasing history, your email receipts, or any external retailer. Your closet in EVERYNN is exactly what you choose to put in it — and the intelligence EVERYNN builds from that inventory is yours alone.

The value of Closet Intelligence™ is not a more organized closet, though that is a byproduct. The value is decision clarity. When EVERYNN knows what you own, it can build outfits from your actual wardrobe before it ever suggests something new. When it knows what you actually wear, it can tell you what is sitting untouched — and help you decide what to do about it. Fewer purchases, better decisions, more confidence in what you already have.

## The Six Compliance Sections

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The following six sections define Closet Intelligence™ in full, as required by the Intelligence Domain Publication Rule governing every EVERYNN intelligence domain.

### **PURPOSE**

Closet Intelligence™ exists to build a working map of what the member owns, identify what they actually wear, surface what is being underused, and help them make better decisions about what to keep, add, or retire.

The purpose is not curation for its own sake — it is clarity. A member with an accurate, well-mapped closet makes better decisions at the point of dressing and at the point of purchasing. They reach for what they own with more confidence, and they add new items with more intention.

### INPUTS

Member-added closet items — photos, tags, and category assignments provided by the member. This is the primary data source for Closet Intelligence™. EVERYNN does not infer closet contents from any external source. What is in your closet is what you have put there.

Outfit saves that draw on closet items — when a member saves an outfit that includes a closet item, that item accumulates wear frequency data. The more it appears in saved outfits, the more reliably EVERYNN can identify it as an active piece.

Occasion patterns that create wear frequency data — over time, the distribution of occasions across saved outfits tells EVERYNN which categories are being put to work and which are sitting unused across multiple contexts.

Explicit 'haven't worn' and 'doesn't fit' signals — direct member declarations that override inferred wear data. These signals are treated as authoritative and update the closet record immediately.

### OUTPUTS

The Closet screen — organized, searchable, and occasion-mapped. The member can see their wardrobe by category, by occasion, by wear frequency, or by any combination. This is the primary interface through which Closet Intelligence™ is experienced.

Wear frequency indicators — a visible signal of how actively each closet item is being used. This is not a judgment; it is information. A low-frequency item is not a mistake — it may be a special-occasion piece. Context matters, and Closet Intelligence™ provides it.

'Gap' signals — when EVERYNN identifies a category the member needs but does not own. These surface in context: before a relevant occasion, when a closet gap would explain a recommendation gap, or when the member explicitly asks what they are missing.

Outfit suggestions that prioritize existing closet items before suggesting purchases. Closet-first logic is constitutional to EVERYNN. The default position is always: what you own

can probably handle this — let's find out.

### TRUST MODEL

The member controls what is in their closet. EVERYNN never adds items the member did not add. There is no background import, no inference from purchase history, no automatic population of closet data from external sources.

Wear frequency is calculated only from logged outfits — EVERYNN does not infer wear from purchase history, location, or behavioral signals outside the app. If an item has not appeared in a saved outfit, its wear frequency is zero, regardless of what EVERYNN might otherwise infer.

Every closet item can be edited, archived, or deleted by the member at any time. The closet is the member's record, not EVERYNN's. EVERYNN builds intelligence from it; the member owns it.

### EXPLAINABILITY MODEL

When Closet Intelligence™ surfaces a gap — 'you have few options for formal evening occasions' — it shows the member exactly how it reached that conclusion: which occasions appear in their history, which categories are underrepresented, and what it would take to close the gap.

When it surfaces a wear-frequency insight — 'this blazer hasn't appeared in a saved outfit in four months' — it states the observation plainly, without editorializing. The member decides what to do with that information.

The standard is: every conclusion Closet Intelligence™ reaches should be traceable by the member to the data it used. If the reasoning is not legible, it is not trusted. EVERYNN is designed so that the reasoning is always legible.

### MEMBER VALUE

Success is when the member reaches for their closet instead of their wallet. A well-mapped closet reduces decision fatigue, reduces over-purchasing, and increases confidence in existing items. That is the value Closet Intelligence™ is designed to deliver.

Not more clothes — better use of what you have. The measure is not wardrobe size; it is wardrobe utility. A member who wears more of what they own, more confidently, is a member Closet Intelligence™ has served well.

The secondary value is purchasing intention. When a member adds something new, Closet Intelligence™ can confirm that it fills a real gap — that the purchase is additive, not

redundant. That quality of decision support is rare, and it is the kind of value EVERYNN is built to provide.

## The Intelligence EVERYNN Uses vs. Does Not Use

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Closet Intelligence™ uses what you have added to EVERYNN: the items you photographed or tagged, the outfits you saved, the feedback you gave, and the occasions you logged. That is the complete data universe for this domain.

Closet Intelligence™ does not use purchase data from external retailers. It does not connect to your email to find receipts. It does not infer your wardrobe from what you have browsed online. It does not use your location to guess what you wore on a given day. Unless you have explicitly connected an external retailer account and authorized that connection, EVERYNN has no access to that information and does not seek it.

This distinction is not a limitation — it is a feature. The intelligence EVERYNN builds from your explicit input is more accurate and more trustworthy than inference from behavioral signals. You know your closet better than any algorithm that monitors your shopping behavior. EVERYNN starts from that knowledge.

## Closet Intelligence™ and Recommendations

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Closet-first logic governs every recommendation EVERYNN makes. When a member requests a Dress Me suggestion, EVERYNN begins with what they own. The question is not 'what should this person buy?' — it is 'what can this person wear?' The answer, most of the time, is already in their closet.

This logic extends to Marketplace suggestions. When EVERYNN identifies a gap — a real, documented absence in the member's wardrobe that would meaningfully improve their options for a relevant occasion — it can surface Marketplace items that would fill that gap. But it does so in context: after establishing what already exists, after confirming that the gap is genuine, and with an explanation of why the suggested item would be additive.

The constitutional principle is simple: EVERYNN suggests purchases when doing so genuinely serves the member, and not before. The closet map is the evidence. When the evidence supports a recommendation, EVERYNN makes it. When it does not, EVERYNN



styles what you have.

"Not more clothes — better use of what you have."