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INTELLIGENCE ATLAS™

# Event Intelligence™

Occasion-aware styling for every moment that matters.

ACTIVE / STANDALONE DOMAIN

## PURPOSE

Event Intelligence™ is EVRYNN's occasion classification and styling engine. It interprets the social, professional, and cultural context of an event and translates that context into a precise outfit brief. Where Dress Me Intelligence™ generates the outfit, Event Intelligence™ defines the occasion parameters that govern what the right outfit means.

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## INPUTS

- Explicit occasion declaration (wedding, gala, interview, birthday, etc.)
  - Venue formality and cultural context signals
  - Social role of the member at the event (host, guest, speaker, attendee)
  - Dress code declarations and formality tier
  - Guest list context when available (professional, personal, formal mix)
  - Member's historical event-type preferences
  - Regional and cultural dress norms
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## OUTPUTS

- Occasion classification with formality tier assignment
  - Style brief: tone, silhouette guidance, acceptable range
  - Constraint set: what to avoid, what to prioritize
  - Occasion confidence score with rationale
  - Dress code interpretation in plain language
  - Handoff parameters to Dress Me Intelligence™ for outfit generation
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## TRUST MODEL

Event Intelligence™ treats cultural and social context with care. Dress code interpretations are presented as guidance, not mandates. The system declares uncertainty when occasion context is ambiguous and invites member clarification rather than forcing a classification. No social judgment is embedded in the scoring model.

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## EXPLAINABILITY MODEL

The occasion classification is always surfaced to the member with its reasoning. If an event is classified as 'business formal,' the member sees why: venue type, declared dress code, role signal. If the classification is uncertain, the system flags it and offers the member a clarification path rather

than proceeding with low-confidence output.

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#### MEMBER VALUE

Event Intelligence™ removes the most stressful part of dressing — decoding what an occasion actually requires. Members receive a clear, reasoned interpretation of their event's expectations, and that interpretation flows directly into their outfit recommendations. Every important occasion is handled with care, context, and precision.

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"Every occasion has a language. Event Intelligence™ translates it into style."