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INTELLIGENCE ATLAS™

Personal Style Intelligence™

EVRYNN

Intelligence Atlas™

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Personal Style Intelligence™

What Personal Style Intelligence™ Is

Personal Style Intelligence™ is the foundational intelligence domain of EVERYNN. It is not a style quiz result, and it does not produce a mood board. It is a living, adaptive model of who you are as a person who gets dressed — built from what you tell EVERYNN, refined by what you show it, and deepened by every interaction over time. Where most systems ask you to fit into categories, PSI builds a model around you.

Every domain in EVERYNN — Dress Me, Closet Intelligence™, Confidence Intelligence™, Memory Intelligence™ — depends on PSI to function with precision. It is the core record of your aesthetic identity: your style direction, your preferences, your occasions, the way you want to feel in what you wear. Without it, EVERYNN is guessing. With it, EVERYNN knows where to start.

PSI is not static. It does not capture you at a single moment and hold you there. It is designed to evolve — as your tastes shift, as your occasions change, as your relationship with EVERYNN deepens. The model you have after one week looks different from the model you have after one year, because EVERYNN has had more signal to work with. The direction of that evolution is always yours to guide.

This matters because style is not a fixed thing. People change. Contexts change. What felt right three years ago may not feel right today. PSI is built to accommodate that reality — not by starting over, but by updating continuously, always in the direction of accuracy.

The Six Compliance Sections

The following six sections define PSI in full, as required by the Intelligence Domain Publication Rule governing every EVERYNN intelligence domain. These are not summaries — they are the complete operational specification of what PSI does, what it uses, and what it produces.

PURPOSE

PSI exists to give EVERYNN a durable, accurate understanding of the member's aesthetic identity — their style direction, aesthetic preferences, lifestyle occasions, and how they want to feel in what they wear. This understanding is the foundation from which every recommendation, every suggestion, every intelligent action flows.

Without PSI, every recommendation starts from zero: no context, no direction, no understanding of who is being served. With PSI, every recommendation starts from a model of who the member actually is. The difference between those two starting points is the difference between a generic result and a personal one.

INPUTS

Onboarding profile — aesthetic direction, lifestyle declarations, fit preferences. The member completes this when they first join EVERYNN. It is the foundation of the initial PSI model and the starting point from which all subsequent learning begins. It is always editable.

Explicit feedback on recommendations — saved looks, rejected looks, edited outfits. When a member saves a recommendation, that is a signal. When they reject one, that is also a signal. When they edit an outfit before saving it, EVERYNN observes what changed. Each of these actions updates the model.

Stated edits to profile fields — direct corrections the member makes to their own profile. These are the highest-confidence signals in the system. When a member explicitly corrects EVERYNN's understanding, that correction is honored immediately and unconditionally.

Interaction patterns over time — occasion frequency, category preferences revealed through use, and the accumulation of decisions across sessions. These patterns provide context that no onboarding questionnaire can fully capture.

OUTPUTS

A persistent style profile accessible to all other intelligence domains. PSI is not siloed — it is the shared foundation that every domain in EVERYNN builds on. Dress Me, Closet Intelligence™, Confidence Intelligence™, and Memory Intelligence™ all read from PSI to do their work. The profile persists across sessions and evolves over time.

The PSI score visible in the member's profile. This gives the member a clear, readable signal of how well-developed their style model is — and what actions will help deepen it. It is a transparency mechanism as much as a metric.

Style identity chips shown in Dress Me context. These are the condensed visible expression of PSI — brief, readable summaries of the aesthetic elements EVERYNN understands about the member. They appear when context is useful.

The 'Why this works for you' explanation panel in recommendations. Every recommendation that draws on PSI can produce a plain-language explanation of why it is relevant to this specific member. This is PSI's most visible output — the moment where intelligence becomes legible.

TRUST MODEL

The member can view their complete PSI profile at any time from the Profile screen. Every field is visible, every value is readable, and nothing is hidden behind a score or an opaque label. Transparency is structural, not optional.

Every field is editable. The member is never locked into an assessment EVERYNN has made. If the model is wrong, the member can correct it directly. EVERYNN will update immediately.

The member can see which signals contributed to each profile element. EVERYNN does not just show the conclusion — it shows the evidence. This means the member can evaluate whether EVERYNN's reasoning makes sense, and correct it if it does not.

EVERYNN will never hold a PSI conclusion the member has explicitly corrected. A member correction is not a suggestion — it is an instruction. The model updates, and the previous conclusion is released.

EXPLAINABILITY MODEL

Every recommendation that draws on PSI surfaces the specific profile elements that made it relevant. The explanation is not generic — it is specific to this member, this recommendation, and the exact PSI signals that made it relevant.

The standard of explanation is direct and precise: not 'because we thought you'd like it' but 'because your aesthetic direction is Refined Minimal and this outfit scores high on clean lines and neutral palette.' The member should be able to read the explanation and agree or disagree with the reasoning.

When a member disagrees with an explanation — when the stated reasoning does not match their self-understanding — that disagreement is itself a signal. EVERYNN treats explanation feedback as a mechanism for model refinement, not just communication.

The goal is not to justify decisions — it is to make them legible. A member who can read EVERYNN's reasoning is a member who can improve EVERYNN's accuracy. That loop is how

PSI becomes more precise over time.

MEMBER VALUE

Success is when the member's profile feels accurate to them — and when Dress Me suggestions feel like something they would have chosen on their own. The test is not sophistication or volume. It is accuracy.

The ultimate PSI signal is a saved look without edits. That means EVERYNN understood correctly — no correction needed, no adjustment required. The member saw the suggestion and recognized themselves in it. That is the outcome PSI is optimized to produce.

At the member level, success is reduced friction in getting dressed. Fewer decisions that drain energy, more confidence in the choices that remain. That is what accurate style intelligence feels like in practice.

At the relationship level, success is when the member trusts the model — when they feel that EVERYNN actually knows them, rather than generating plausible-sounding suggestions from a pattern database.

What PSI Does Not Do

PSI does not judge. It does not compare you to trends, to other members, or to any external standard of what you 'should' wear. The model it builds is descriptive, not prescriptive — it captures what you are, not what you should become.

It does not learn what works for a demographic, an algorithm, or a brand's quarterly goals. It learns what works for you. Those are meaningfully different things, and EVERYNN is designed around the latter. No PSI model is compared to any other member's model to produce recommendations.

PSI does not penalize evolution. If your style changes — if you decide you want to move in a different direction — PSI adapts. The model follows you, not the other way around. EVERYNN is not trying to stabilize your tastes; it is trying to understand them accurately, wherever they lead.

How PSI Evolves

In the first week, PSI is driven primarily by what you declared in onboarding. The model is accurate to the degree that your declarations were accurate — which is to say it is a good start, but it has not been tested yet. Early recommendations should be treated as questions more than answers.

After the first month, PSI has real signal to work with. It has observed your feedback across multiple occasions, multiple outfit types, and multiple Dress Me interactions. The model has been updated by your choices, not just your words. Recommendations at this stage reflect observed behavior, not just stated preference.

After a year, PSI has the kind of depth that makes the difference between good and great. It has seen seasonal variation in your preferences, the ways your occasion mix shifts, the relationship between your mood and your saved looks. The model at this stage is qualitatively different — not just more data, but a more nuanced understanding of how you actually dress.

You can accelerate PSI's accuracy at any time by providing explicit feedback, completing profile edits, and saving looks with context. The more signal you give EVERYNN, the faster the model improves. But the model will always move at your pace. There is no requirement to engage at any particular frequency.

"The model is always yours to correct."