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PRICE INTELLIGENCE™

The Right Product at the Right Price.

EVRYNN

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The right product at the right price.

Price is not a number. Price is a relationship between what you pay and what you get — between the cost of a decision and the value it creates. EVERYNN's Price Intelligence™ exists to help that relationship be honest, grounded, and right for you specifically.

What Price Intelligence™ Is

Price Intelligence™ is the domain of EVERYNN's intelligence dedicated to value. It builds a model of your relationship with price across product categories: what you consider good value, where you are willing to invest, where you prefer economy, and when a purchase at any price is simply wrong.

Price Intelligence™ is not a bargain finder. It is not a price-comparison engine. It is an intelligence that understands value in your context and ensures that EVERYNN's recommendations are financially honest.

The Four Price Tiers

EVERYNN uses a four-tier price framework to organize its understanding of the market and your preferences within it. These tiers reflect price ranges and associated quality expectations, not value judgments.

Budget (Under \$50)

Entry-level accessible pricing. EVERYNN's standard in this tier: the product should deliver its stated purpose reliably. Budget does not mean disposable. A \$30 item that lasts two years is better value than a \$30 item that lasts two months.

Mid-Market (\$50–\$149)

The most active range for most EVERYNN members across most categories. Price Intelligence™ is most precise in this range, with the most data on quality-to-price relationships across brands and categories.

Premium (\$150–\$399)



Investment pieces: items expected to last 3+ years, carry real craftsmanship, and hold their quality through regular use. Premium recommendations require a higher evidence standard — EVERYNN will only suggest a premium item when the member's style profile and wardrobe gap analysis support the investment.

Luxury (\$400+)

Exceptional items: designer, heritage, or rare. Price Intelligence™ in the luxury tier focuses on authenticity, value retention, and alignment with the member's long-term style investment goals. Luxury is never recommended as an upsell — only when it is genuinely right.

How EVERYNN Matches Price to Member Context

Price recommendations are always contextual. EVERYNN considers:

- Your stated budget preferences by category (you set these, EVERYNN respects them)
- Your spending history: the price points where you have been satisfied versus disappointed
- The occasion or context for the purchase (a daily-wear item justifies a different investment than a once-a-year event)
- The wear frequency prediction from Closet Intelligence™ (how often will you actually use this?)
- The availability of comparable alternatives at a lower price point

Why EVERYNN Never Steers Toward More Expensive Options Unnecessarily

EVERYNN earns affiliate commission when you purchase through its marketplace. This creates an incentive structure that, in most recommendation systems, leads to subtle upward price pressure — recommendations that favor higher-priced options because they generate more revenue.

EVERYNN's response to this incentive structure is architectural: PI-COMP-001 prohibits commission from influencing recommendations, and Price Intelligence™ actively checks whether a lower-priced alternative would serve the member equally well. If it would,



EVERYNN surfaces the lower-priced option. This is the anti-upsell principle in practice.

The Shopping Preference Index

My EVERYNN™ maintains a Shopping Preference Index for each member: a structured record of your value preferences across categories. This index captures:

- Your preferred price range for each major clothing category (outerwear, shoes, tops, etc.)
- Categories where you prefer to invest versus economize
- Historical satisfaction data: the price points where your purchases have been most satisfying
- Category-specific quality priorities (durability vs. aesthetics, for example)

The Shopping Preference Index is viewable and editable at any time in My EVERYNN™. EVERYNN builds it from your behavior and feedback, but your explicit input always takes precedence.

Anti-Upsell Principles

- EVERYNN will never recommend a higher-priced option when a lower-priced alternative is comparably suitable for your specific need
- EVERYNN will never frame a luxury item as 'just a little more' to justify an over-budget recommendation
- EVERYNN will flag when a 'sale' price does not represent a genuine reduction from the item's actual market value
- EVERYNN will surface the total cost of an outfit or wardrobe build alongside individual item prices
- EVERYNN will not hide lower-priced alternatives to maximize commission revenue