5W Public Relations
Research · 2026

5W RESEARCH · 2026 SERIES

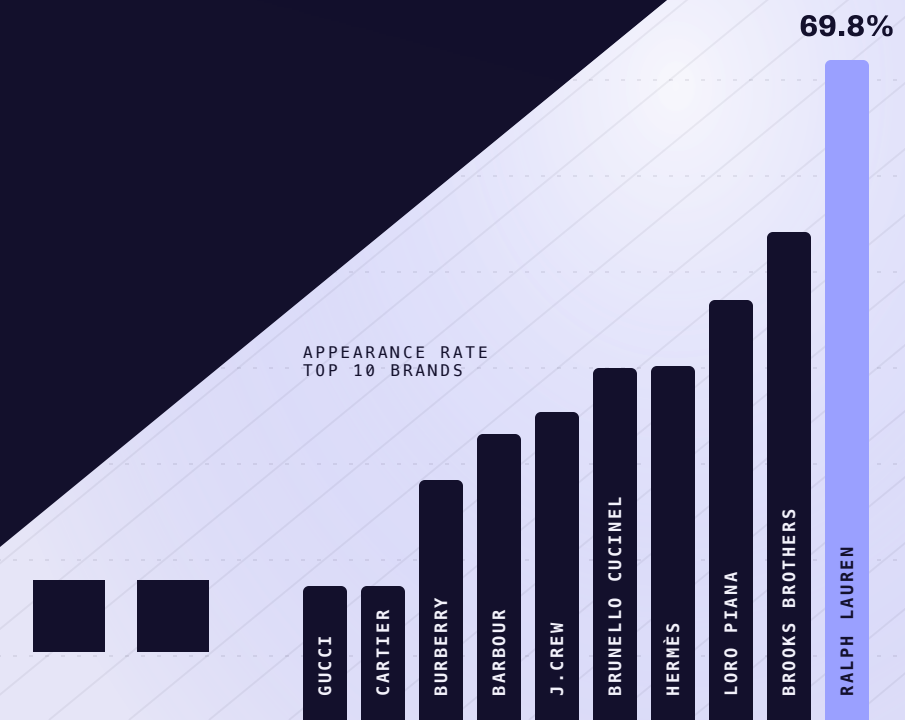
OLD MONEY STYLE BRANDS HOW AI DESCRIBES

Which brands AI engines name
288 AI answers · October 26, 2026

Measured :
October 26, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 60 Google AI Overviews

Prepared by :
5W
5wpr.com



AT A GLANCE

Ralph Lauren leads. 201 of 288 answers (69.8%)

Across ChatGPT, Claude, Gemini and Perplexity, Ralph Lauren was named in 201 of 288 old money style answers. Brooks Brothers (51.7%) and Loro Piana (44.4%) are statistically tied for second. Google AI Overviews appeared on 60 of 72 searches and cited YouTube in 29 of them.

> Version 2. This version replaces the first version of this study, first published May 24, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

69.8%
of answers named Ralph Lauren, the most-named (201 of 288)

22
tracked names named at least once (of 22)

83.3%
of Google searches showed an AI Overview (60 of 72)

INSIDE THIS REPORT

01 Key findings 03
02 The leaderboard 04
03 Profiles 06
04 How the engines differ 07
05 Google AI Overviews 08
06 Leaders by question 09
07 Who the engines cite 10
08 Frequently asked questions 13
09 Methodology 14
A Appendix: the 24 questions 15

KEY FINDINGS

01 What the data shows

CLEAR LEADER

69.8%

Ralph Lauren appeared in 201 of 288 four-engine answers (69.8%, CI 64.3–74.8%). Its interval does not overlap with any other tracked brand's.

SECOND PLACE TIE

51.7% vs 44.4%

Brooks Brothers (149 of 288, CI 46–57.4%) and Loro Piana (128 of 288, CI 38.8–50.2%) have overlapping intervals, so neither can be ranked above the other.

NAMED FIRST

65 of 288

Ralph Lauren was the first brand named in 65 of 288 answers. Loro Piana came first in 50 and Hermès in 46. Loro Piana had the earliest average first position of any brand, at 2.

OWN SITES CITED

2 of 269

Ralph Lauren's own domain was cited in 2 of 269 grounded answers (0.7%). Brunello Cucinelli and Barbour each had 3 (1.1%). Loro Piana, Hermès and J.Crew had 0.

STYLE SITES DOMINATE

71.6%

Of 2,287 four-engine citations, 1,638 (71.6%) went to sites classed as company or brand sites. Most were style publishers such as apetogentleman.com, which was cited in 71 of 269 grounded answers (26.4%).

OVERVIEW TRIGGER RATE

83.3%

A Google AI Overview appeared on 60 of 72 searches (83.3%, CI 73.1–90.2%). No overview appeared on the other 12.

OVERVIEWS CITE VIDEO

29 of 60

YouTube was cited in 29 of 60 AI Overviews (48.3%). Community and social sources made up 86 overview citations (53.4%), compared with 238 of 2,287 (10.4%) in the four engines. Of 161 Google AI Overview citations, community and social sites supplied 91 (56.5%) and general news and business press 35 (21.7%).

ENGINE GAP

4 vs 27

Gemini named Burberry in 4 of 72 answers (5.6%). ChatGPT named it in 27 of 72 (37.5%). Gemini also named Church's in 0 of 72 answers, compared with 13 of 72 for Claude.

UNTRACKED NAMES

55

The Row, which was not on the tracked list, was named 55 times. L.L.Bean was named 33 times and Uniqlo 31 times.

SOURCE MIX

30.7%

Of 2,287 four-engine citations, general news and business press supplied 702 (30.7%), company and brand sites 551 (24.1%) and review and comparison publishers 433 (18.9%).

02

THE LEADERBOARD

Which names AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	Ralph Lauren	69.8%	201/288
2	Brooks Brothers	51.7%	149/288
3	Loro Piana	44.4%	128/288
4	Hermès	37.5%	108/288
5	Brunello Cucinelli	37.2%	107/288
6	J.Crew	32.6%	94/288
7	Barbour	30.2%	87/288
8	Burberry	25.3%	73/288
9	Gucci	14.2%	41/288
10	Cartier	14.2%	41/288
11	J.Press	13.5%	39/288
12	Massimo Dutti	9.4%	27/288
13	Lacoste	9.4%	27/288
14	Church's	8.7%	25/288
15	Rolex	6.6%	19/288

02 THE LEADERBOARD

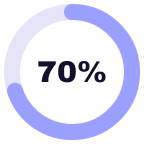
The full list

Own-domain citation is the share of 269 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,287 citations.

#	NAME	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Ralph Lauren	201/288	69.8%	64.3–74.8%	2.6	0.7% (2/269)	0.1%
2	Brooks Brothers	149/288	51.7%	46–57.4%	3.6	0.4% (1/269)	0%
3	Loro Piana	128/288	44.4%	38.8–50.2%	2	0% (0/269)	0%
4	Hermès	108/288	37.5%	32.1–43.2%	2.3	0% (0/269)	0%
5	Brunello Cucinelli	107/288	37.2%	31.8–42.9%	3	1.1% (3/269)	0.1%
6	J.Crew	94/288	32.6%	27.5–38.3%	3.8	0% (0/269)	0%
7	Barbour	87/288	30.2%	25.2–35.7%	5	1.1% (3/269)	0.1%
8	Burberry	73/288	25.3%	20.7–30.7%	4.8	0.4% (1/269)	0%
9	Gucci	41/288	14.2%	10.7–18.7%	4.1	0% (0/269)	0%
10	Cartier	41/288	14.2%	10.7–18.7%	2.5	0% (0/269)	0%
11	J.Press	39/288	13.5%	10.1–18%	5	0% (0/269)	0%
12	Massimo Dutti	27/288	9.4%	6.5–13.3%	4.5	0% (0/269)	0%
13	Lacoste	27/288	9.4%	6.5–13.3%	3.9	0% (0/269)	0%
14	Church's	25/288	8.7%	5.9–12.5%	4	0% (0/269)	0%
15	Rolex	19/288	6.6%	4.3–10.1%	3	0% (0/269)	0%
16	Quince	14/288	4.9%	2.9–8%	2.9	0% (0/269)	0%
17	Tod's	14/288	4.9%	2.9–8%	2.8	0% (0/269)	0%
18	Vineyard Vines	12/288	4.2%	2.4–7.1%	5	0% (0/269)	0%
19	Sperry	12/288	4.2%	2.4–7.1%	4.4	0% (0/269)	0%
20	Rowing Blazers	7/288	2.4%	1.2–4.9%	5.7	0% (0/269)	0%
21	Sézane	4/288	1.4%	0.5–3.5%	8	0% (0/269)	0%
22	Tuckernuck	3/288	1%	0.4–3%	3	0% (0/269)	0%

PROFILES

03 The top eight, side by side

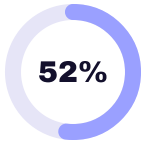


RANK 1

Ralph Lauren

201/288 answers · 95% CI 64.3–74.8%

2.6	0.7%	0.1%
first-mention position	owned-domain citation (2/269)	citation share

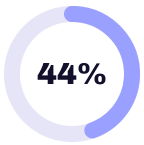


RANK 2

Brooks Brothers

149/288 answers · 95% CI 46–57.4%

3.6	0.4%	0%
first-mention position	owned-domain citation (1/269)	citation share



RANK 3

Loro Piana

128/288 answers · 95% CI 38.8–50.2%

2	0%	0%
first-mention position	owned-domain citation (0/269)	citation share

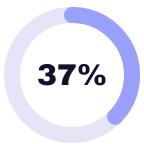


RANK 4

Hermès

108/288 answers · 95% CI 32.1–43.2%

2.3	0%	0%
first-mention position	owned-domain citation (0/269)	citation share

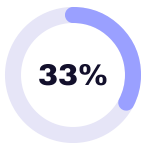


RANK 5

Brunello Cucinelli

107/288 answers · 95% CI 31.8–42.9%

3	1.1%	0.1%
first-mention position	owned-domain citation (3/269)	citation share



RANK 6

J.Crew

94/288 answers · 95% CI 27.5–38.3%

3.8	0%	0%
first-mention position	owned-domain citation (0/269)	citation share



RANK 7

Barbour

87/288 answers · 95% CI 25.2–35.7%

5	1.1%	0.1%
first-mention position	owned-domain citation (3/269)	citation share



RANK 8

Burberry

73/288 answers · 95% CI 20.7–30.7%

4.8	0.4%	0%
first-mention position	owned-domain citation (1/269)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

All four engines returned 72 of 72 answers. ChatGPT, Gemini and Perplexity grounded all 72 in web sources. Claude grounded 53 of 72. Perplexity named Ralph Lauren most often, in 53 of 72 answers (73.6%), and also had the highest rates for J.Crew (31 of 72, 43.1%) and Barbour (29 of 72, 40.3%). ChatGPT had the highest Brooks Brothers rate, at 42 of 72 (58.3%).

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Ralph Lauren	**68.1%**
Brooks Brothers	**58.3%**
Hermès	**43.1%**
Brunello Cucinelli	**43.1%**
Loro Piana	**41.7%**
Burberry	**37.5%**

Claude

72 ASKED | 72 RETURNED | 53 GROUNDED

Ralph Lauren	**72.2%**
Brooks Brothers	**50%**
Loro Piana	**43.1%**
J.Crew	**31.9%**
Brunello Cucinelli	**30.6%**
Hermès	**27.8%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Ralph Lauren	**65.3%**
Loro Piana	**51.4%**
Brooks Brothers	**43.1%**
Hermès	**41.7%**
Brunello Cucinelli	**37.5%**
J.Crew	**29.2%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Ralph Lauren	**73.6%**
Brooks Brothers	**55.6%**
J.Crew	**43.1%**
Loro Piana	**41.7%**
Barbour	**40.3%**
Hermès	**37.5%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 72 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 60 = 348 answers.



TRIGGER RATE

A Google AI Overview appeared on 60 of 72 searches (83.3%, CI 73.1–90.2%). The 12 searches without an overview were not scored. Among the 60 overviews, Ralph Lauren appeared in 27 (45%) and Brooks Brothers in 26 (43.3%), close to level. J.Crew followed with 17 of 60 (28.3%) and Brunello Cucinelli with 15 (25%). Loro Piana appeared in 14 (23.3%), well below its four-engine rate of 44.4%. Massimo Dutti (11 of 60, 18.3%) and Quince (8 of 60, 13.3%) appeared more often in overviews than in the four engines. No overview appeared for the accessories question.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Ralph Lauren	65.5%	=
2	Brooks Brothers	50.3%	=
3	Loro Piana	40.8%	=
4	Brunello Cucinelli	35.1%	▲ 1
5	Hermès	34.5%	▼ 1
6	J.Crew	31.9%	=
7	Barbour	27.9%	=
8	Burberry	23.3%	=

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Ralph Lauren 100%

TIED WITH BROOKS BROTHERS, LORO PIANA

Brooks Brothers	100%
Loro Piana	100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

J.Crew 91.7%

Ralph Lauren	75%
Brooks Brothers	66.7%

AI Overview shown on 2 of 3 searches

Q03 · 12 ANSWERS

Ralph Lauren 100%

TIED WITH BROOKS BROTHERS, LORO PIANA

Brooks Brothers	100%
Loro Piana	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Ralph Lauren 100%

TIED WITH LORO PIANA, BRUNELLO CUCINELLI

Loro Piana	100%
Brunello Cucinelli	100%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Ralph Lauren 100%

TIED WITH BROOKS BROTHERS, J.CREW

Brooks Brothers	100%
J.Crew	100%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Tod's 75%

TIED WITH CHURCH'S

Church's	75%
Gucci	66.7%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,287 citations. Of 2,287 four-engine citations, general news and business press supplied 702 (30.7%), company and brand sites 551 (24.1%) and review and comparison publishers 433 (18.9%). Apetogentleman.com was cited in 71 of 269 grounded answers (26.4%), and mensfashioner.com and chicstylecollective.com were each cited in 41.

FOUR AI ENGINES · SHARE OF 269 GROUNDED ANSWERS

apetogentleman.com	**26.4%**
youtube.com	**24.2%**
whowhatwear.com	**19.3%**
reddit.com	**16.4%**
en.wikipedia.org	**16%**
mensfashioner.com	**15.2%**
chicstylecollective.com	**15.2%**
gq.com	**14.5%**
luxe.digital	**12.6%**
thevou.com	**11.9%**

GOOGLE AI OVERVIEWS · SHARE OF 60 OVERVIEWS

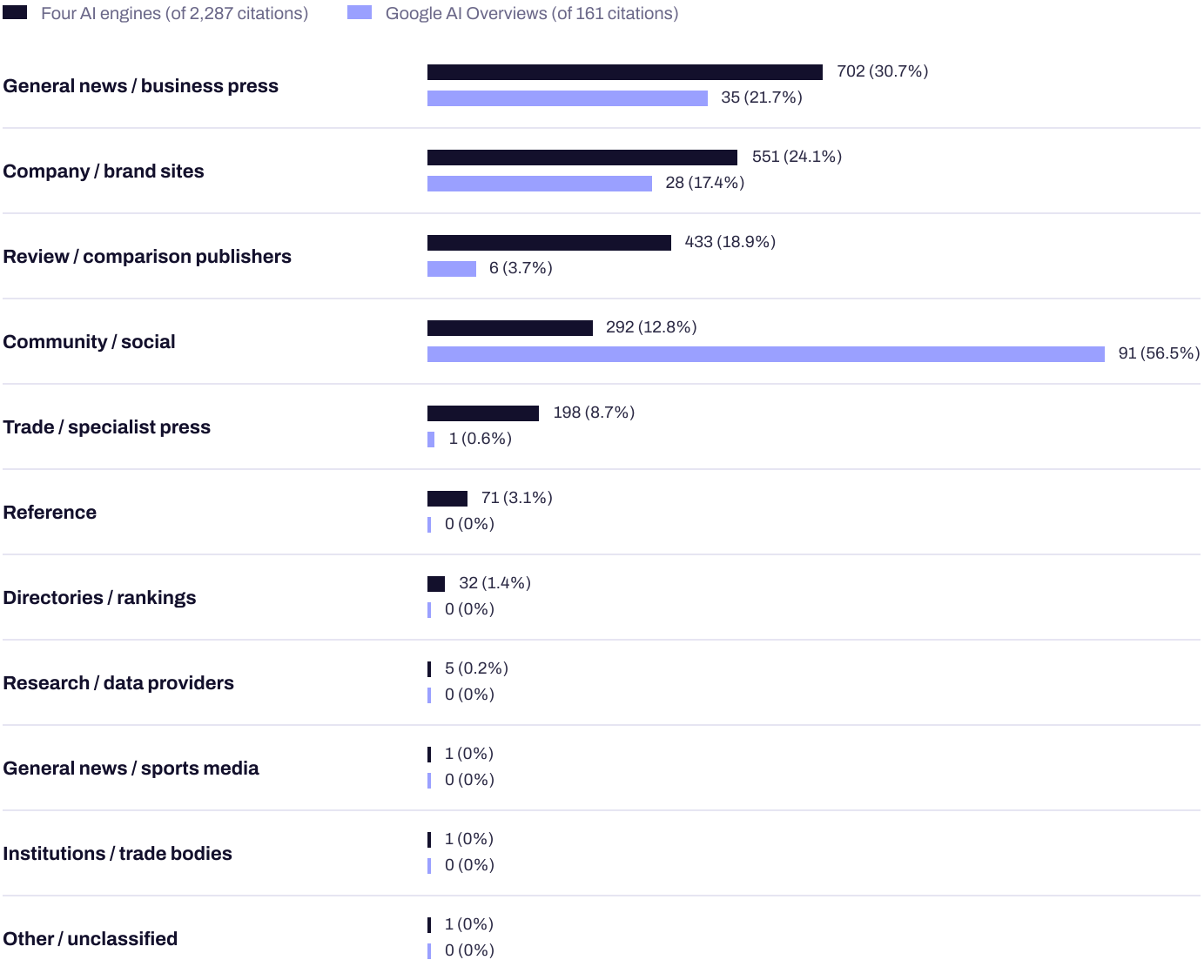
youtube.com	**48.3%**
reddit.com	**26.7%**
instagram.com	**13.3%**
facebook.com	**10%**
gq.com	**10%**
vogue.com	**6.7%**
apetogentleman.com	**6.7%**
oldmoneybrand.com	**5%**
primermagazine.com	**5%**
google.com	**3.3%**

07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



07

WHAT THE DATA SUGGESTS

How can names improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Brunello Cucinelli's own domains were cited in 1.1% of grounded answers, Barbour's in 1.1% and Ralph Lauren's in 0.7%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were apetogentleman.com (in 26.4% of grounded answers), youtube.com (24.2%), whowhatwear.com (19.3%), reddit.com (16.4%) and en.wikipedia.org (16.0%). General news and business press supplied 30.7% of citations and review and comparison publishers 18.9%.
Check each engine separately.	ChatGPT named Burberry in 37.5% of answers against 5.6% on Gemini. Claude named Church's in 18.1% of answers against 0.0% on Gemini.
Do not ignore video and community sites.	Community and social sites supplied 56.5% of Google AI Overview citations against 12.8% in the four chat engines. youtube.com was cited in 48.3% of overviews, reddit.com in 26.7% and instagram.com in 13.3%.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

08 Frequently asked questions

Q1 Which brand do AI engines name most for old money style?

Ralph Lauren. It appeared in 201 of 288 answers from ChatGPT, Claude, Gemini and Perplexity (69.8%), and in 27 of 60 Google AI Overviews (45%).

Q2 Is Brooks Brothers or Loro Piana ranked second?

Neither can be placed ahead of the other. Brooks Brothers appeared in 149 of 288 answers (51.7%) and Loro Piana in 128 (44.4%), and their 95% intervals overlap.

Q3 What do engines name for old money accessories?

Hermès was named first in 11 of 12 answers on accessories and in all 12 on bags. Cartier was named first in all 12 answers on jewelry and in 11 of 12 on watches.

Q4 Do the engines cite the brands' own websites?

Rarely. Ralph Lauren's domain was cited in 2 of 269 grounded answers (0.7%), and Brunello Cucinelli's and Barbour's in 3 each (1.1%). Most citations went to style publishers, YouTube, Wikipedia and fashion press.

Q5 How often does Google show an AI Overview for these searches?

On 60 of 72 searches (83.3%). YouTube was cited in 29 of those 60 overviews (48.3%).

Q6 Which budget brands come up?

J.Crew was named in 11 of 12 answers about buying on a budget and in all 12 about affordable alternatives to Ralph Lauren. Quince appeared in 14 of 288 four-engine answers (4.9%) and in 8 of 60 overviews (13.3%).

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	288	+	72
questions		runs each		AI engines		answers		Google searches · 60 AI Overviews

24 questions, each asked 3 times on each engine, measured October 26, 2026. Market: United States, English. The destination site was not mentioned to any engine. Entities count as named when they appear in the answer text or the extracted entity list; products, imprints and research arms roll up to their parent.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	53
Gemini	gemini-3.7-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	72	60 shown	60

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the entity ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the entity first appears (1 = first).
- Own-domain citation: grounded answers citing the entity's domains ÷ grounded answers.
- Citation share: citations to the entity's domains ÷ all citations.

LIMITATIONS

- Measured on one day, October 26, 2026. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- The set covers 24 questions with 12 four-engine answers each, 288 in total. Rates for a single question rest on 12 answers.
- Claude grounded 53 of its 72 answers in web sources, so citation figures for Claude cover fewer answers than for the other engines.
- Google AI Overviews are scored only on the 60 of 72 searches where one appeared.
- Names are counted when they appear in an answer's text, so longer forms such as legal company names (for example "Meta Platforms, Inc." or "Ralph Lauren Corporation") count toward the brand.
- One question, "What are affordable alternatives to Ralph Lauren?", names a brand, so those counts include up to 12 answers to it. Without it, Ralph Lauren is still the most-named brand.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.

A

APPENDIX

The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What are the best old money style clothing brands?	Old money	CORE QUESTION
02	Where can I buy old money style clothes on a budget?	Old money	CORE QUESTION
03	What brands do old money families wear?	Old money	CORE QUESTION
04	Old money vs new money fashion: what is the difference?	Old money	CORE QUESTION
05	What are the best brands for classic preppy menswear?	Old money	CORE QUESTION
06	What shoes go with the old money aesthetic?	Old money	CORE QUESTION
07	What are the best womenswear brands for timeless classic style?	Old money	CORE QUESTION
08	What watches fit an old money style?	Old money	CORE QUESTION
09	What does the old money aesthetic mean?	Old money	ADDED QUESTION
10	What are the best old money style brands for women?	Old money	ADDED QUESTION
11	What are the best old money style brands for men?	Old money	ADDED QUESTION
12	What accessories fit the old money aesthetic?	Old money	ADDED QUESTION
13	What are the best brands for classic blazers?	Old money	ADDED QUESTION
14	What are the best brands for cable-knit sweaters?	Old money	ADDED QUESTION
15	Which heritage American clothing brands are still popular?	Old money	ADDED QUESTION
16	What are the best brands for loafers?	Old money	ADDED QUESTION
17	What jewelry fits an old money style?	Old money	ADDED QUESTION
18	What are the best brands for oxford shirts?	Old money	ADDED QUESTION
19	What bags fit the old money aesthetic?	Old money	ADDED QUESTION
20	What are the best British heritage clothing brands?	Old money	ADDED QUESTION
21	What are affordable alternatives to Ralph Lauren?	Old money	ADDED QUESTION
22	What are the best brands for tailored trousers?	Old money	ADDED QUESTION
23	What colors and fabrics define old money style?	Old money	ADDED QUESTION
24	What are the best brands for tennis and country club clothing?	Old money	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

How AI Describes: Old Money Style Brands 2026

Measured October 26, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

WEB
5wpr.com

RESEARCH
5wpr.com/research