5W | 5W Public Relations Research · 2026

5W RESEARCH · 2026 SERIES

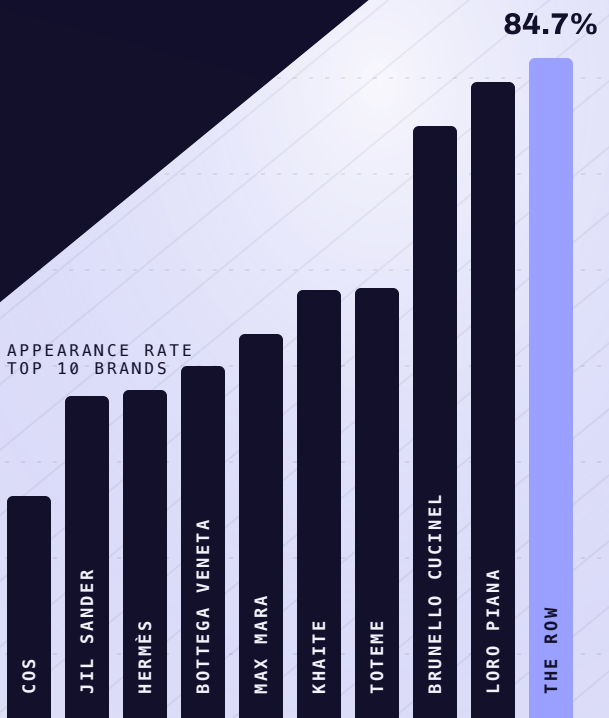
# QUIET LUXURY BRANDS HOW AI DESCRIBES

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 61 Google AI Overviews

**Prepared by :**
5W
5wpr.com



AT A GLANCE

# The Row and Loro Piana lead. Brunello Cucinelli is close behind.

Across 288 answers from four AI engines, The Row appeared in 244 (84.7%), Loro Piana in 235 (81.6%) and Brunello Cucinelli in 219 (76%). Loro Piana was named first most often, in 108 answers. Google showed AI Overviews for 61 of 72 lookups, and The Row appeared in 45 of them.

> Version 2. This version replaces the first version of this study, first published May 25, 2026. It uses measured counts, so the two versions are not comparable.

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

**84.7%**
of answers named The Row, the most-named (244 of 288)

**23**
tracked names named at least once (of 23)

**84.7%**
of Google searches showed an AI Overview (61 of 72)

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KEY FINDINGS

# 01 What the data shows

TOP THREE TIED

## 84.7%

The Row appeared in 244 of 288 four-engine answers (84.7%, CI 80.1–88.4%), Loro Piana in 235 (81.6%, CI 76.7–85.6%) and Brunello Cucinelli in 219 (76%, CI 70.8–80.6%). All three intervals overlap, so the data cannot separate them.

FIRST NAMED

## 108/288 (37.5%)

Loro Piana was the first tracked brand named in 108 of 288 answers and The Row in 90. Brunello Cucinelli was named first in only 19, even though it appeared in 219 answers. Loro Piana had the earliest average first position at 2.

SECOND TIER

## 55.2%

Toteme (159 of 288, 55.2%, CI 49.4–60.8%) and Khaite (158 of 288, 54.9%, CI 49.1–60.5%) cannot be told apart. Max Mara's interval overlaps both at 142 of 288 (49.3%, CI 43.6–55.1%).

AI OVERVIEWS

## 61 of 72

Google showed an AI Overview for 61 of 72 lookups (84.7%). The Row appeared in 45 of those 61 overviews (73.8%), Loro Piana in 37 (60.7%) and Brunello Cucinelli in 34 (55.7%).

HERMÈS GAP

## 6.6%

Hermès appeared in 121 of 288 four-engine answers (42%) but in only 4 of 61 AI Overviews (6.6%). ChatGPT named it in 42 of 72 answers (58.3%) and Claude in 25 of 72 (34.7%).

ENGINE SPLIT

## 72.2% vs 30.6%

ChatGPT named Bottega Veneta in 52 of 72 answers (72.2%) and Gemini in 22 of 72 (30.6%). Celine showed a wider spread, with 35 of 72 on ChatGPT (48.6%) and 4 of 72 on both Gemini and Perplexity (5.6%).

OWN SITES RARE

## 5/285 (1.8%)

Brunello Cucinelli's own domain was cited in 5 of 285 grounded answers (1.8%), the highest of any tracked brand. The engines never cited The Row's own site (0 of 285), even though it was the most-named brand.

TOP SOURCE

## 143

whowhatwear.com was the most-cited domain across the four engines. It had 143 of 2,492 citations (5.7%) and appeared in 133 answers (46.7%). luxurycolumnist.com was second with 106 citations in 103 answers (36.1%).

YOUTUBE IN AIO

## 57.4%

YouTube was cited in 35 of 61 AI Overviews (57.4%). Its 57 citations made up 33.3% of all overview citations. Community and social sources accounted for 78 overview citations (45.6%). Of 171 Google AI Overview citations, community and social sites supplied 79 (46.2%) and general news and business press 39 (22.8%).

THE LEADERBOARD

# 02 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 | The Row | 84.7% | 244/288 |
| 2 | Loro Piana | 81.6% | 235/288 |
| 3 | Brunello Cucinelli | 76.0% | 219/288 |
| 4 | Toteme | 55.2% | 159/288 |
| 5 | Khaite | 54.9% | 158/288 |
| 6 | Max Mara | 49.3% | 142/288 |
| 7 | Bottega Veneta | 45.1% | 130/288 |
| 8 | Hermès | 42.0% | 121/288 |
| 9 | Jil Sander | 41.3% | 119/288 |
| 10 | COS | 28.5% | 82/288 |
| 11 | Zegna | 25.3% | 73/288 |
| 12 | Lemaire | 24.0% | 69/288 |
| 13 | Celine | 17.7% | 51/288 |
| 14 | Massimo Dutti | 16.7% | 48/288 |
| 15 | Vince | 13.9% | 40/288 |

02 THE LEADERBOARD

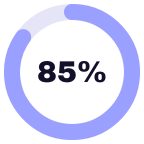
# The full list

Own-domain citation is the share of 285 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,492 citations.

| # | NAME | NAMED IN | APPEARANCE RATE | 95% INTERVAL | FIRST MENTION | OWN-DOMAIN CITATION | CITATION SHARE |
|---|---|---|---|---|---|---|---|
| 1 | The Row | 244/288 | 84.7% | 80.1–88.4% | 2.6 | 0% (0/285) | 0% |
| 2 | Loro Piana | 235/288 | 81.6% | 76.7–85.6% | 2 | 1.1% (3/285) | 0.1% |
| 3 | Brunello Cucinelli | 219/288 | 76% | 70.8–80.6% | 2.7 | 1.8% (5/285) | 0.2% |
| 4 | Toteme | 159/288 | 55.2% | 49.4–60.8% | 6.2 | 1.1% (3/285) | 0.1% |
| 5 | Khaite | 158/288 | 54.9% | 49.1–60.5% | 6 | 0% (0/285) | 0% |
| 6 | Max Mara | 142/288 | 49.3% | 43.6–55.1% | 5.7 | 0.4% (1/285) | 0% |
| 7 | Bottega Veneta | 130/288 | 45.1% | 39.5–50.9% | 5.3 | 0.7% (2/285) | 0.1% |
| 8 | Hermès | 121/288 | 42% | 36.5–47.8% | 4.3 | 0.7% (2/285) | 0.1% |
| 9 | Jil Sander | 119/288 | 41.3% | 35.8–47.1% | 6.8 | 0% (0/285) | 0% |
| 10 | COS | 82/288 | 28.5% | 23.6–33.9% | 7.3 | 0% (0/285) | 0% |
| 11 | Zegna | 73/288 | 25.3% | 20.7–30.7% | 5.5 | 0% (0/285) | 0% |
| 12 | Lemaire | 69/288 | 24% | 19.4–29.2% | 6.8 | 0% (0/285) | 0% |
| 13 | Celine | 51/288 | 17.7% | 13.7–22.5% | 5.9 | 0.4% (1/285) | 0% |
| 14 | Massimo Dutti | 48/288 | 16.7% | 12.8–21.4% | 7.3 | 0% (0/285) | 0% |
| 15 | Vince | 40/288 | 13.9% | 10.4–18.4% | 7.4 | 0% (0/285) | 0% |
| 16 | Everlane | 27/288 | 9.4% | 6.5–13.3% | 4.4 | 0% (0/285) | 0% |
| 17 | Kiton | 27/288 | 9.4% | 6.5–13.3% | 6.2 | 0% (0/285) | 0% |
| 18 | Ralph Lauren | 26/288 | 9% | 6.2–12.9% | 8 | 0% (0/285) | 0% |
| 19 | Quince | 21/288 | 7.3% | 4.8–10.9% | 6.2 | 0% (0/285) | 0% |
| 20 | Phoebe Philo | 21/288 | 7.3% | 4.8–10.9% | 7.6 | 0% (0/285) | 0% |
| 21 | Uniqlo | 13/288 | 4.5% | 2.7–7.6% | 2.6 | 0% (0/285) | 0% |
| 22 | Tod's | 12/288 | 4.2% | 2.4–7.1% | 5.2 | 0% (0/285) | 0% |
| 23 | J.Crew | 7/288 | 2.4% | 1.2–4.9% | 5.1 | 0% (0/285) | 0% |

PROFILES

# 03 The top eight, side by side

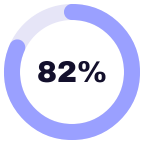



RANK 1

## The Row

244/288 answers · 95% CI 80.1–88.4%

| 2.6 | 0% | 0% |
|---|---|---|
| first-mention position | owned-domain citation (0/285) | citation share |

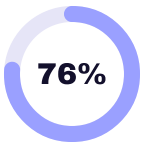



RANK 2

## Loro Piana

235/288 answers · 95% CI 76.7–85.6%

| 2 | 1.1% | 0.1% |
|---|---|---|
| first-mention position | owned-domain citation (3/285) | citation share |

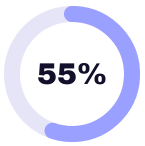



RANK 3

## Brunello Cucinelli

219/288 answers · 95% CI 70.8–80.6%

| 2.7 | 1.8% | 0.2% |
|---|---|---|
| first-mention position | owned-domain citation (5/285) | citation share |

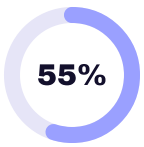



RANK 4

## Toteme

159/288 answers · 95% CI 49.4–60.8%

| 6.2 | 1.1% | 0.1% |
|---|---|---|
| first-mention position | owned-domain citation (3/285) | citation share |

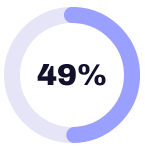



RANK 5

## Khaite

158/288 answers · 95% CI 49.1–60.5%

| 6 | 0% | 0% |
|---|---|---|
| first-mention position | owned-domain citation (0/285) | citation share |

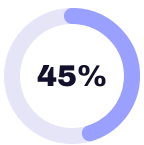



RANK 6

## Max Mara

142/288 answers · 95% CI 43.6–55.1%

| 5.7 | 0.4% | 0% |
|---|---|---|
| first-mention position | owned-domain citation (1/285) | citation share |

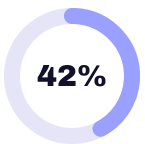



RANK 7

## Bottega Veneta

130/288 answers · 95% CI 39.5–50.9%

| 5.3 | 0.7% | 0.1% |
|---|---|---|
| first-mention position | owned-domain citation (2/285) | citation share |




RANK 8

## Hermès

121/288 answers · 95% CI 36.5–47.8%

| 4.3 | 0.7% | 0.1% |
|---|---|---|
| first-mention position | owned-domain citation (2/285) | citation share |

04

HOW THE ENGINES DIFFER

# Same questions, different answers

All four engines returned all 72 of their answers. ChatGPT, Gemini and Perplexity grounded all 72 in web sources, and Claude grounded 69. The top three brands showed up on every engine, from Perplexity's 55 of 72 for The Row (76.4%) to Gemini's 65 of 72 (90.3%). Lower down, each engine leaned toward different brands.

## ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

| | |
|---|---|
| **The Row** | **88.9%** |
| Loro Piana | **80.6%** |
| Brunello Cucinelli | **77.8%** |
| Bottega Veneta | **72.2%** |
| Hermès | **58.3%** |
| Toteme | **51.4%** |

## Claude

72 ASKED | 72 RETURNED | 69 GROUNDED

| | |
|---|---|
| **The Row** | **83.3%** |
| Loro Piana | **83.3%** |
| Brunello Cucinelli | **72.2%** |
| Khaite | **68.1%** |
| Toteme | **61.1%** |
| Max Mara | **58.3%** |

## Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

| | |
|---|---|
| **The Row** | **90.3%** |
| Loro Piana | **83.3%** |
| Brunello Cucinelli | **81.9%** |
| Khaite | **47.2%** |
| Toteme | **45.8%** |
| Max Mara | **41.7%** |

## Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

| | |
|---|---|
| **Loro Piana** | **79.2%** |
| The Row | **76.4%** |
| Brunello Cucinelli | **72.2%** |
| Toteme | **62.5%** |
| Khaite | **58.3%** |
| Max Mara | **58.3%** |

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 + 61 = 349 answers.

TRIGGER RATE




Google showed an AI Overview for 61 of 72 lookups (84.7%, CI 74.7–91.2%), and 11 lookups returned none. The knitwear question got no overview in any of its 3 lookups. The overviews followed the same order as the chatbots at the top. The Row appeared in 45 of 61 (73.8%), Loro Piana in 37 (60.7%), Brunello Cucinelli in 34 (55.7%) and Toteme in 29 (47.5%). Some brands appeared much less often than in chatbot answers. Hermès was in 4 of 61 overviews (6.6%) and Zegna in 6 (9.8%). Phoebe Philo did not appear in any overview.

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

| | | | |
|---|---|---|---|
| 1 | The Row | 82.8% | = |
| 2 | Loro Piana | 77.9% | = |
| 3 | Brunello Cucinelli | 72.5% | = |
| 4 | Toteme | 53.9% | = |
| 5 | Khaite | 51.0% | = |
| 6 | Max Mara | 46.4% | = |
| 7 | Bottega Veneta | 41.8% | = |
| 8 | Jil Sander | 37.2% | ▲ 1 |

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

**Loro Piana** 100%

TIED WITH THE ROW, BRUNELLO CUCINELLI

| | |
|---|---|
| The Row | 100% |
| Brunello Cucinelli | 100% |

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

**Loro Piana** 100%

TIED WITH THE ROW, BRUNELLO CUCINELLI

| | |
|---|---|
| The Row | 100% |
| Brunello Cucinelli | 100% |

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

**COS** 100%

| | |
|---|---|
| Massimo Dutti | 91.7% |
| Everlane | 58.3% |

AI Overview shown on 1 of 3 searches

Q04 · 12 ANSWERS

**Loro Piana** 100%

TIED WITH BRUNELLO CUCINELLI

| | |
|---|---|
| Brunello Cucinelli | 100% |
| The Row | 83.3% |

AI Overview shown on 1 of 3 searches

Q05 · 12 ANSWERS

**Loro Piana** 100%

TIED WITH THE ROW, BRUNELLO CUCINELLI

| | |
|---|---|
| The Row | 100% |
| Brunello Cucinelli | 100% |

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

**Loro Piana** 100%

TIED WITH THE ROW, BRUNELLO CUCINELLI

| | |
|---|---|
| The Row | 100% |
| Brunello Cucinelli | 100% |

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

# Most-cited domains

The 285 grounded four-engine answers contained 2,492 citations. Of 2,492 four-engine citations, general news and business press supplied 883 (35.4%), company and brand sites 694 (27.8%) and review and comparison publishers 463 (18.6%). That class includes editorial style sites such as luxurycolumnist.com, thesybarite.co and luxe.digital, not only brands' own stores.

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS

| | |
|---|---|
| **whowhatwear.com** | **46.7%** |
| **luxurycolumnist.com** | **36.1%** |
| **thesybarite.co** | **26.3%** |
| en.wikipedia.org | **21.4%** |
| luxe.digital | **19.3%** |
| rankandstyle.com | **18.2%** |
| coveti.com | **17.5%** |
| thetimes.com | **16.8%** |
| discobrands.co | **16.1%** |
| chicstylecollective.com | **14.4%** |

GOOGLE AI OVERVIEWS · SHARE OF 61 OVERVIEWS

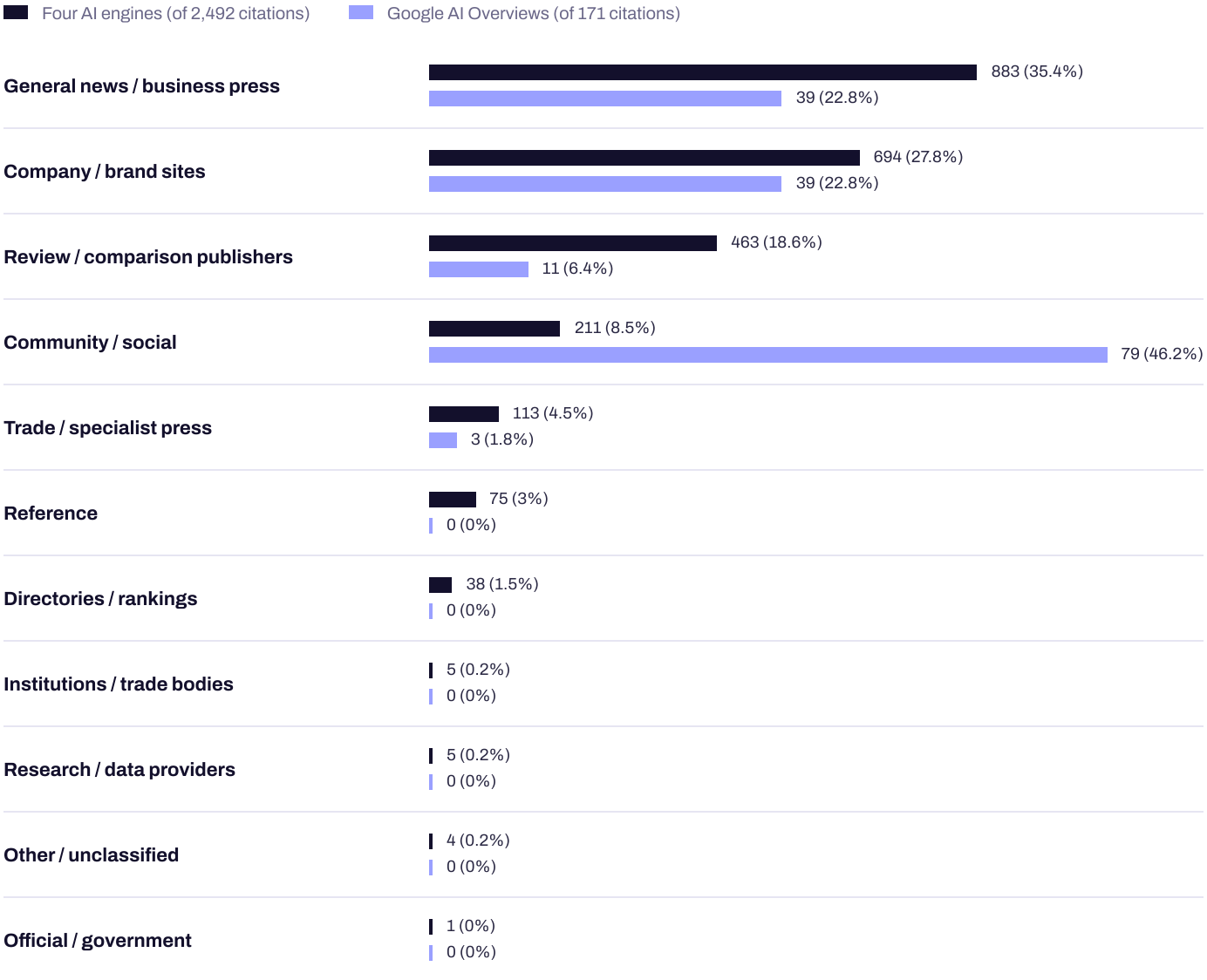
| | |
|---|---|
| **youtube.com** | **57.4%** |
| **whowhatwear.com** | **16.4%** |
| **sumissura.com** | **11.5%** |
| instagram.com | **11.5%** |
| thesybarite.co | **8.2%** |
| reddit.com | **8.2%** |
| coveti.com | **8.2%** |
| apetogentleman.com | **6.6%** |
| quora.com | **6.6%** |
| hespokestyle.com | **4.9%** |

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 1.8% of grounded answers, Toteme's in 1.1% and Loro Piana's in 1.1%. |
| Keep your facts accurate on the sites engines cite. | The most-cited sites other than the tracked names' own were whowhatwear.com (in 46.7% of grounded answers), luxurycolumnist.com (36.1%), thesybarite.co (26.3%), en.wikipedia.org (21.4%) and luxe.digital (19.3%). General news and business press supplied 35.4% of citations and review and comparison publishers 18.6%. |
| Check each engine separately. | ChatGPT named Celine in 48.6% of answers against 5.6% on Gemini. ChatGPT named Bottega Veneta in 72.2% of answers against 30.6% on Gemini. |
| Do not ignore video and community sites. | Community and social sites supplied 46.2% of Google AI Overview citations against 8.5% in the four chat engines. youtube.com was cited in 57.4% of overviews, instagram.com in 11.5% and reddit.com in 8.2%. |
| 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 quiet luxury brand do AI engines mention most?

The Row appeared in 244 of 288 four-engine answers (84.7%) and Loro Piana in 235 (81.6%). Their 95% intervals overlap, as does Brunello Cucinelli's at 76%, so the three cannot be ranked against each other.

## Q2 Which brand is named first most often?

Loro Piana was the first tracked brand named in 108 of 288 answers. The Row was first in 90 and Brunello Cucinelli in 19.

## Q3 How often does Google show an AI Overview for these questions?

An overview appeared for 61 of 72 lookups (84.7%, CI 74.7–91.2%). The Row was named in 45 of those 61 overviews (73.8%).

## Q4 Does Hermès count as quiet luxury in AI answers?

The engines named Hermès in 121 of 288 answers (42%). The rate varied by engine, from 42 of 72 on ChatGPT (58.3%) to 25 of 72 on Claude (34.7%). It appeared in 4 of 61 AI Overviews (6.6%).

## Q5 Which brands do the engines name for affordable quiet luxury?

On the affordable clothing question, COS appeared in all 12 answers and was named first in 9. Massimo Dutti appeared in 11 and Everlane in 7.

## Q6 What sources do the engines cite?

whowhatwear.com was the most-cited domain across the four engines, with 143 of 2,492 citations. In AI Overviews, YouTube led with 57 citations and appeared in 35 of 61 overviews.

METHODOLOGY

# 09 How this study was measured

| 24 | × | 3 | × | 4 | = | 288 | + | 72 |
|---|---|---|---|---|---|---|---|---|
| questions | | runs each | | AI engines | | answers | | Google searches · 61 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 | 69 |
| **Gemini** | gemini-3.7-flash | 72 | 72 | 72 |
| **Perplexity** | sonar-pro | 72 | 72 | 72 |
| **Google AI Overviews** | DataForSEO Google SERP (live, advanced) | 72 | 61 shown | 61 |

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.
- Each engine answered 72 prompts, made up of 24 questions run 3 times each. Results for single questions rest on 12 answers.
- Claude grounded 69 of its 72 answers. Citation and own-domain figures therefore use 285 grounded answers, not 288.
- AI Overviews are scored only for the 61 lookups where an overview appeared. They are kept separate from the four-engine rates.
- The tracked list covers apparel and accessory brands. The watch and jewelry questions returned few or no tracked names, and some untracked brands such as Gabriela Hearst came up often.
- 2 questions name brands ("What are good quiet luxury alternatives to Loro Piana?", "What are good quiet luxury alternatives to The Row?"), so those counts include up to 12 answers to each. Without them, The Row and Loro Piana are still the top two.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.

APPENDIX

# A 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 quiet luxury brands? | Quiet luxury | CORE QUESTION |
| 02 | What does quiet luxury mean in fashion? | Quiet luxury | CORE QUESTION |
| 03 | Where can I buy affordable quiet luxury clothing? | Quiet luxury | CORE QUESTION |
| 04 | What are the best quiet luxury cashmere brands? | Quiet luxury | CORE QUESTION |
| 05 | What are good quiet luxury alternatives to Loro Piana? | Quiet luxury | CORE QUESTION |
| 06 | Is quiet luxury still in style in 2026? | Quiet luxury | CORE QUESTION |
| 07 | Quiet luxury vs old money style: what is the difference? | Quiet luxury | CORE QUESTION |
| 08 | What are the best logo-free luxury handbags? | Quiet luxury | CORE QUESTION |
| 09 | Which brands are known for minimalist luxury clothing? | Quiet luxury | ADDED QUESTION |
| 10 | What are the best quiet luxury brands for men? | Quiet luxury | ADDED QUESTION |
| 11 | What are the best quiet luxury brands for women? | Quiet luxury | ADDED QUESTION |
| 12 | What are the best quiet luxury shoe brands? | Quiet luxury | ADDED QUESTION |
| 13 | What are the best quiet luxury coats? | Quiet luxury | ADDED QUESTION |
| 14 | Which brands make high-quality basics without logos? | Quiet luxury | ADDED QUESTION |
| 15 | What celebrities are associated with quiet luxury style? | Quiet luxury | ADDED QUESTION |
| 16 | What are good quiet luxury alternatives to The Row? | Quiet luxury | ADDED QUESTION |
| 17 | What are the best quiet luxury knitwear brands? | Quiet luxury | ADDED QUESTION |
| 18 | How do I build a quiet luxury capsule wardrobe? | Quiet luxury | ADDED QUESTION |
| 19 | What fabrics are associated with quiet luxury? | Quiet luxury | ADDED QUESTION |
| 20 | Which quiet luxury brands are sustainable? | Quiet luxury | ADDED QUESTION |
| 21 | What are the best quiet luxury watches? | Quiet luxury | ADDED QUESTION |
| 22 | What are mid-priced quiet luxury brands? | Quiet luxury | ADDED QUESTION |
| 23 | Which department stores sell quiet luxury brands? | Quiet luxury | ADDED QUESTION |
| 24 | What are the best quiet luxury jewelry brands? | Quiet luxury | ADDED QUESTION |

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# How AI Describes: Quiet Luxury Brands 2026

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

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