

AN AUGMA INTELLIGENCE STUDY ———

AI Desirability Index

FRAGRANCE ———

How five AI models perceive, surface, and narrate ten luxury fragrance Maisons.

MAISONS	AI MODELS	RESPONSES	DIMENSIONS
10	5	2,400	6

The Augmented Maison · **AUGMA**



Ten fragrance Maisons, *under AI scrutiny.*

Byredo

Chanel

Dior

Diptyque

Guerlain

Hermès

Le Labo

Maison F. Kurkdjian

Tom Ford

YSL Beauté



Visibility is not *desirability*.

In March, our AI Visibility Index asked a simpler question: whether AI sees the great fragrance Maisons at all, and how reliably they surface when a model is consulted. That was visibility. This study asks what comes next. Once a Maison is visible, how is it valued? We map ten fragrance houses across two axes: their **AI Presence**, our measure of visibility, how reliably they surface, and their **Cultural Desirability**, the depth, heritage, and olfactory authority models attribute to them. Visibility, it turns out, is not desirability, and the distance between the two is where the work now lies.

Across 2,400 responses from Claude, ChatGPT, Perplexity, Gemini, and Google AI Overviews, four patterns stand out. The most desired Maison in AI is also the one that controls its source narrative least. A house founded in 2009 sits among century-old icons. The most revered heritage brand is structurally under-surfaced in discovery. And Google's AI Overviews, the layer closest to mass search, almost never trigger in French.

34%

Of Chanel's AI sources sit on platforms it does not control, the highest third-party share of any heritage mega-brand

70.8

Maison Francis Kurkdjian's olfactory authority score, the highest of all ten and ahead of houses a century older

32 pts

Gap between how AI reveres Hermès (desirability) and how it surfaces it where buying begins (discovery)

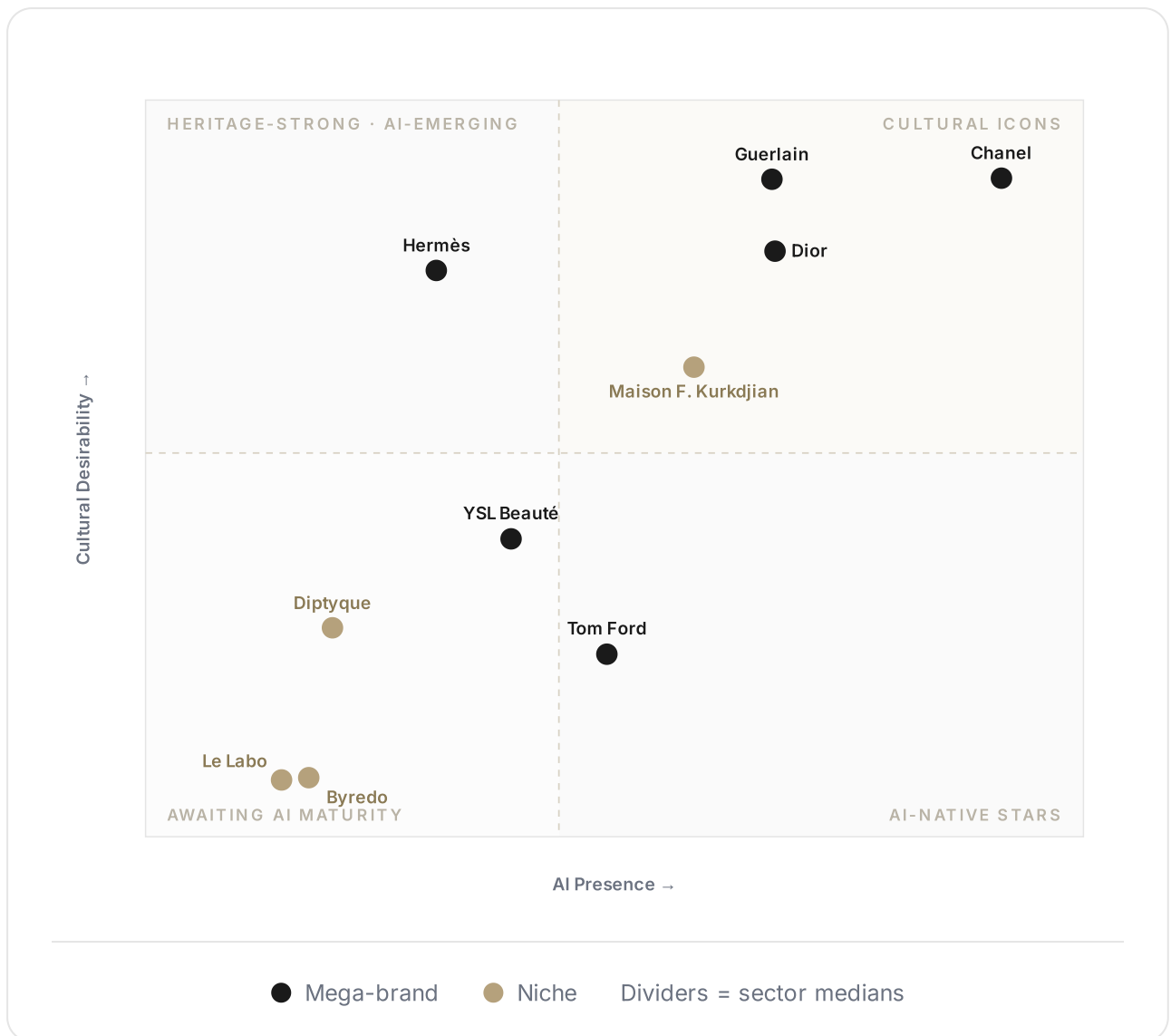
0%

Google AI Overviews trigger rate in French, against 97.5% in English

Full methodology on the final page.

Ten Maisons, *four territories.*

The vertical divider is the sector median for AI Presence (58.5); the horizontal divider, the median for Cultural Desirability (55.0). Four zones emerge, and their occupants are not who heritage alone would predict.



Cultural Icons lead on both axes. Heritage-Strong / AI-Emerging are revered but under-surfaced. AI-Native Stars surface strongly but read thin on heritage. Awaiting AI Maturity trail on both.

What the models *tell us*.

01

Chanel: dominant, yet dependent.

Chanel leads both axes, the clearest cultural icon in the set, with the highest AI Presence (78.3) and the highest Cultural Desirability (72.9). And yet, of all ten Maisons, it exercises the least control over the sources AI draws on to describe it.

The most desired heritage Maison in AI is also the one that leans most on platforms and social voices it does not control.

On Google AI Overviews, the one layer that publishes its grounding sources, only about 16% of the sources behind Chanel's answers are owned, counting both chanel.com and the Maison's official social accounts. Roughly half are earned editorial, and 34% are third-party platforms: YouTube, Reddit, Instagram and Facebook posts from outside the brand. That is the highest third-party share of any heritage mega-brand in the study. This is not a weakness of brand; it is a structural feature of the new AI regime, where even the most desired Maison sees its authority narrated largely by voices it does not direct. It earns a **watch** classification, not for what AI says today but for who is saying it.

02

The niche that became an icon.

Maison Francis Kurkdjian, founded in 2009, sits in the Cultural Icons quadrant beside Chanel, Dior, and Guerlain, houses with a century or more of heritage. It ranks **first on Olfactory Authority** (70.8) across all ten Maisons, and second on gifting relevance (61.7).

In the eyes of AI, seventeen years of singular olfactory signature can stand level with a hundred years of patrimony.

The mechanism is legible: a single generational fragrance, recognised, requested and cited across models, can carry a young house into the territory once reserved for the founding Maisons. It is the most important structural signal in this edition: AI desirability is earned through olfactory distinctiveness and cultural circulation, not inherited through age alone.

03

Hermès: revered, and under-surfaced.

Hermès is the only Maison in the Heritage-Strong / AI-Emerging quadrant. Models attribute it deep heritage (83.5) and high desirability (66.9), yet it surfaces weakly where commerce begins: product discovery (34.6) and gifting (36.0) are the lowest among the mega-brands.

A Maison can be profoundly admired by AI and still rarely recommended by it.

This is the coherence gap made visible, and arguably the highest commercial-value position in the entire map. The reverence already exists; what is missing is presence at the moment of choice. For a house of this standing, the distance between how AI *regards* it and how AI *surfaces* it is not a reputational problem but an addressable one.

04

Google's AI Overviews stay silent in French.

Across the maison-directed prompts, Google AI Overviews triggered for 97.5% of English queries and 0% of French ones. For a category whose cultural centre of gravity is French, this is a structural asymmetry, not a rounding error.

The layer closest to mass-market search, the one most likely to mediate a non-specialist's first encounter with a Maison, is effectively absent from the French-language conversation. Houses that index their AI strategy to English-language signals alone will systematically misread their exposure in their home market.

05

Where the models diverge, the divergence is itself a signal.

Most Maisons read consistently across the five models; the disagreement concentrates on a few. Tom Ford is read almost identically (standard deviation 2.1), while Hermès (11.8) and Le Labo (11.2) are read differently depending on which model is asked.

For the handful where models diverge most, a Maison's AI narrative is least settled, and most open to influence.

That divergence is not noise to be averaged away; it marks the Maisons whose representation is still being formed. Hermès shifts from cultural icon on one model to heritage-emerging on others. For those houses, the models on which they read weakest are precisely where the narrative remains contestable.

The anatomy of *AI desirability*.

Three dimensions compose AI Presence: Product Discovery, Brand Knowledge, Gifting Occasion. Three compose Cultural Desirability: Heritage Depth, Olfactory Authority, Cultural Resonance. Each is scored 0–100, model-averaged.

READING THESE SCORES

Each score runs from 0 to 100. It is not a percentage, and not a sales figure. It is an index built from how the five models actually answer, reading four signals in every response.

Presence. How often the Maison appears at all when the question is asked.

Prominence. How early it appears, whether it opens the answer or arrives late.

Tone. Whether it is described with esteem, neutrally, or with reservation.

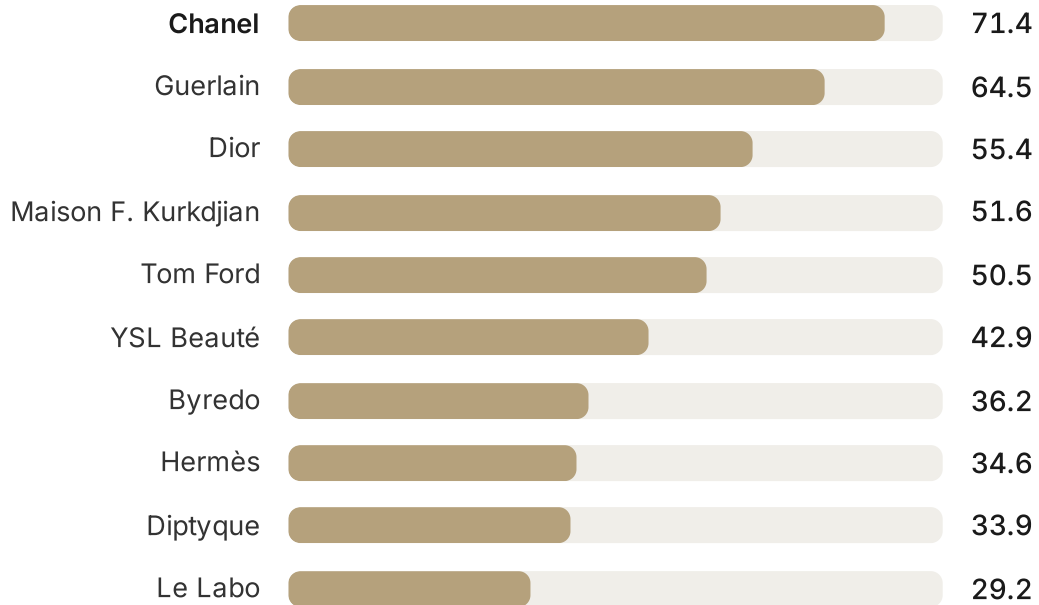
Depth. How much the model has to say, the richness and detail of the description.

For the three visibility dimensions, these combine with fixed weights: presence counts for 40%, prominence 30%, tone 15%, depth 15%. The three desirability dimensions read the same four signals, and add a category layer: how fluently a model speaks of ingredients, perfumers, and cultural references. Every Maison is scored model by model, then averaged across all five, so no single AI drives the result.

A practical note: gaps under one point sit within the measurement's natural noise. On Brand Knowledge, Dior at 89.3 and Chanel at 89.2 are a tie, not a ranking.

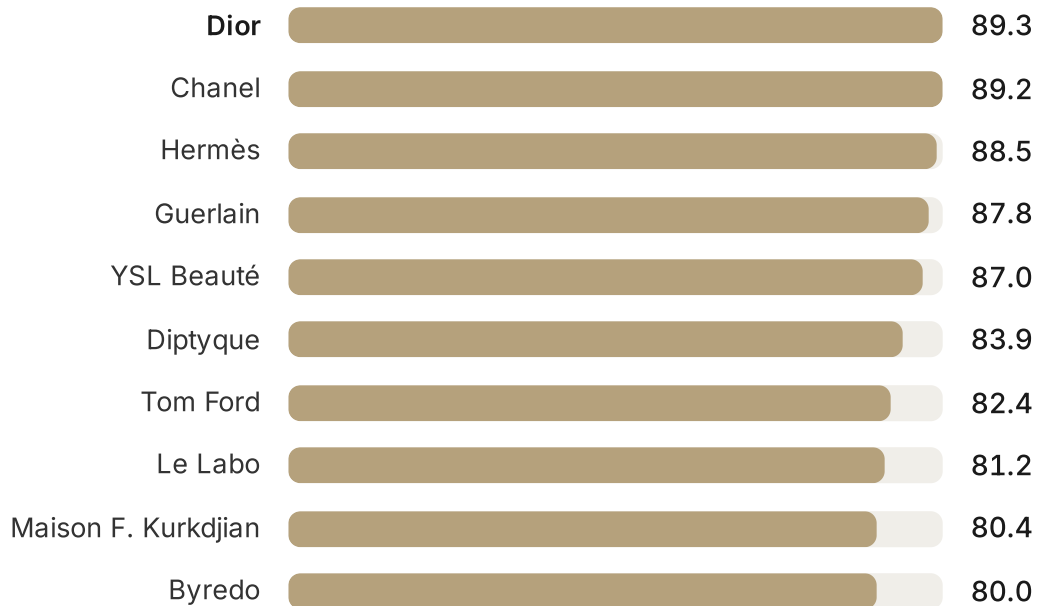
Product Discovery

Spontaneous surfacing when a client seeks a fragrance · AI Presence · Scores /100



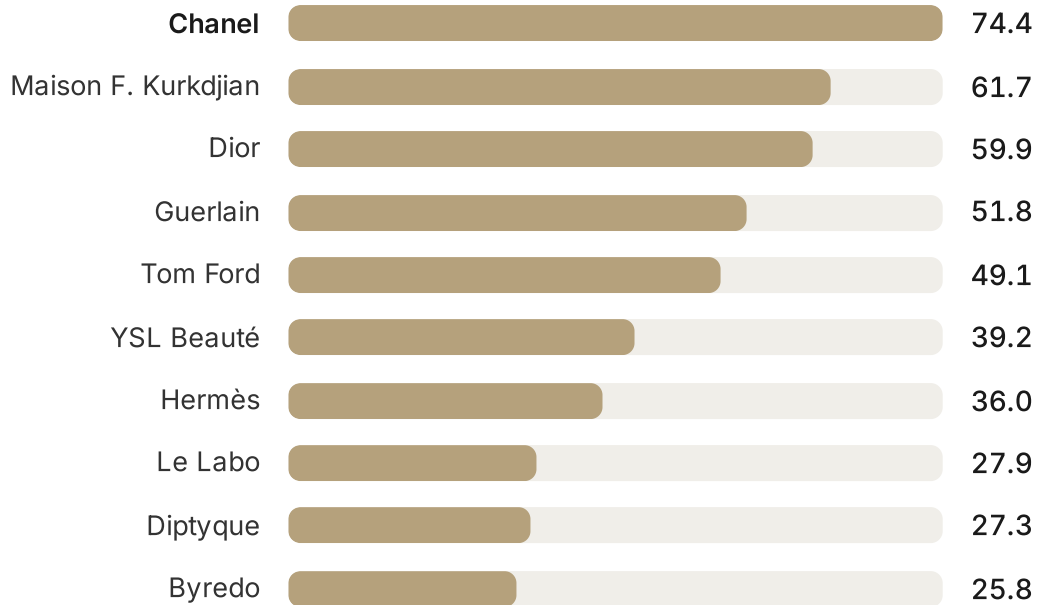
Brand Knowledge

Depth and accuracy of what models know about the Maison · AI Presence · Scores /100



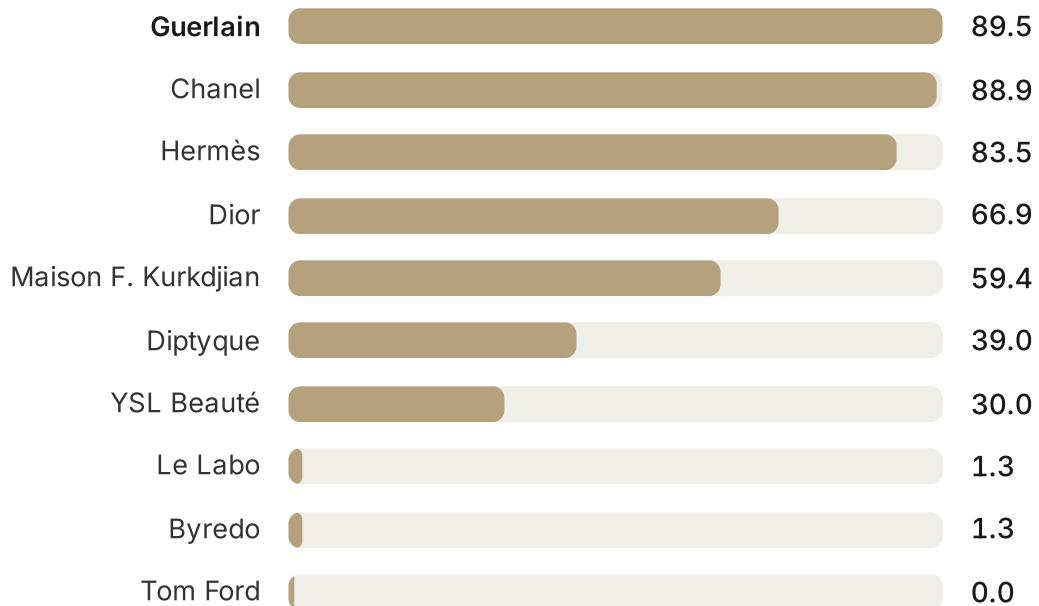
Gifting Occasion

Surfacing when a client seeks a gift · AI Presence · Scores /100



Heritage Depth

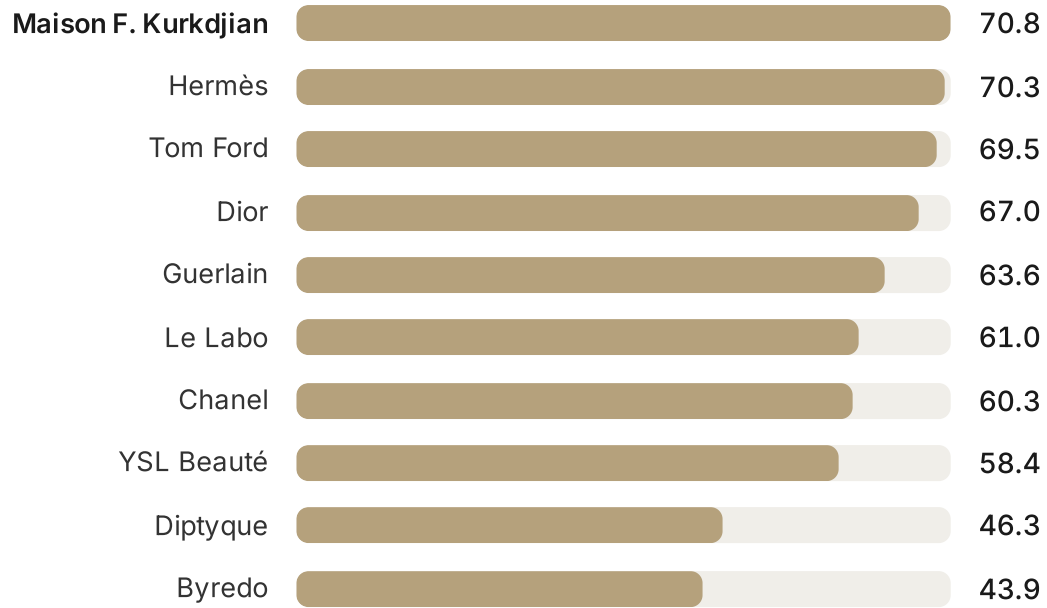
Patrimony and narrative lineage models attribute · Cultural Desirability · Scores /100



Recent Maisons (Tom Ford, Le Labo, Byredo, all founded 2006) score near zero on heritage because models rarely surface them spontaneously on heritage-led queries. The metric reflects narrative patrimony, which these houses are still building, not brand quality.

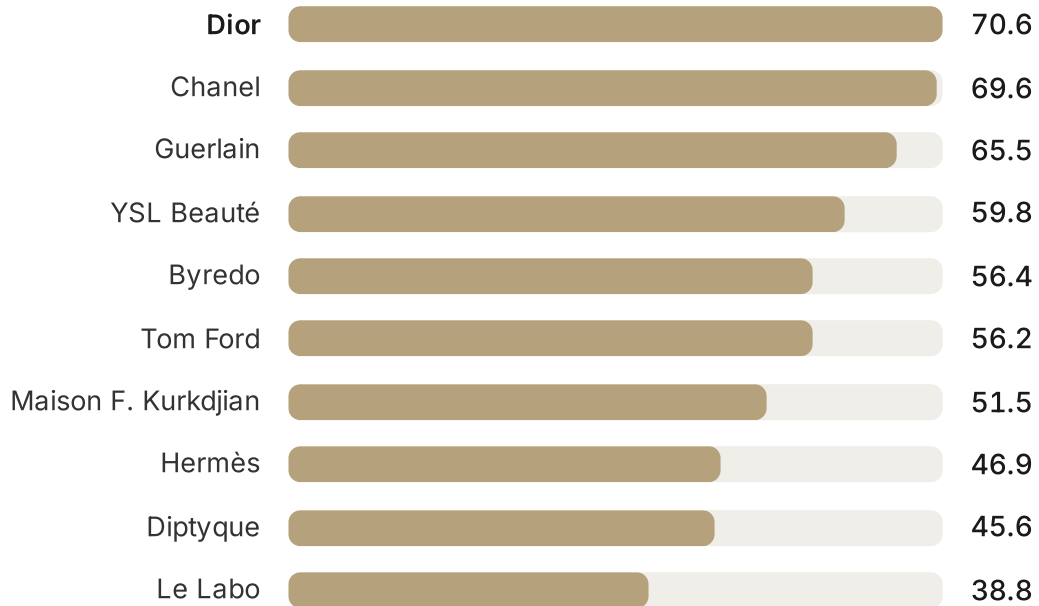
Olfactory Authority

Ingredient, perfumer, and technical vocabulary density · Cultural Desirability · Scores /100



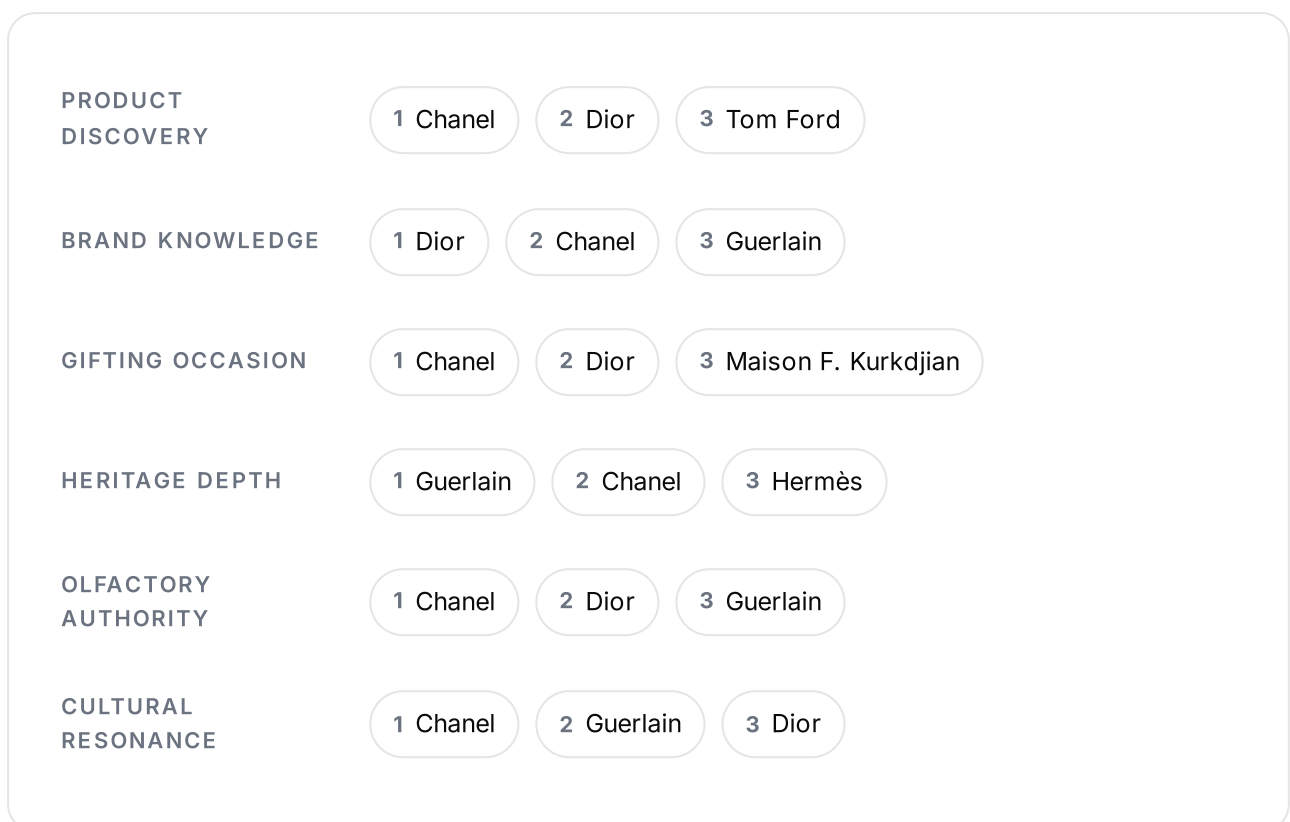
Cultural Resonance

References to cinema, fashion, art, and named cultural figures · Cultural Desirability · Scores /100



The territories, and who AI *gathers* in each.

Beyond each Maison's score, the Constellation reads who AI names most when a territory comes up. This is citation frequency, not composite score, so it shows the company each house keeps. A stable core recurs across territories; a rotating third seat reveals each one's character.

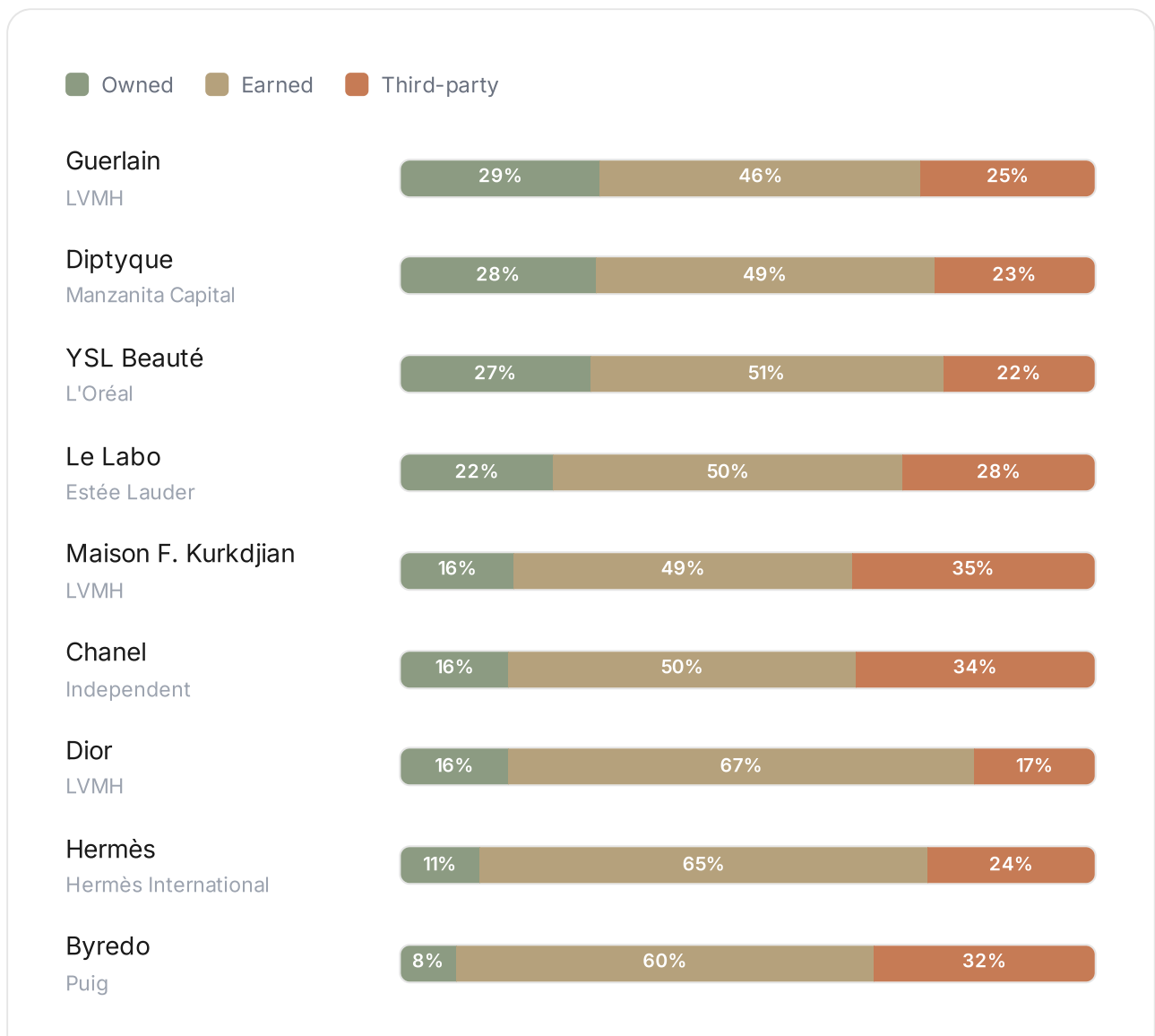


Three territories, knowledge, olfactory authority and cultural resonance, return the same trio: Chanel, Dior, Guerlain. The other three each admit one outsider in third place, Hermès on heritage, Maison Francis Kurkdjian on gifting, Tom Ford on discovery. That rotating seat is the constellation's true signal. These rankings count co-citation among the ten studied, not the open market; the full network is the AUGMA Constellation view.

Who AI *listens to* when it speaks of a Maison.

Measured on Google AI Overviews, the only layer that publishes its grounding sources. Each source is classified as **owned** (the Maison's own domains and official, verified social accounts), **earned** (press, editorial, encyclopedic: Wikipedia, news, magazines), or **third-party** (retailers, marketplaces, social platforms and user-generated content, aggregators).

A third-party share above 50% is flagged *critical*; 30–50% is *watch*; below 30% is *healthy*. The signal is not volume but control: how much of a Maison's AI narrative rests on voices it directs.



Tom Ford

Estée Lauder



Highest third-party reliance, the share of grounding sources on platforms the Maison does not control:

MFK · 35% THIRD-PARTY

CHANEL · 34% THIRD-PARTY

BYREDO · 32% THIRD-PARTY

ALL OTHER HOUSES BELOW 30%

Guerlain shows the highest owned-source share (29%), narrowly ahead of Diptyque (28%) and YSL Beauté (27%). This reflects disciplined first-party content, counting both the brand domain and its official social accounts. Maison Francis Kurkdjian, Chanel and Byredo carry the highest third-party reliance, for different reasons: Chanel and MFK through sheer social-platform and forum volume, Byredo through a thinner owned-content base.

Two profiles deserve a closer reading. **Dior** carries the lowest third-party share of the panel (17%): its narrative is anchored in genuine editorial (Wikipedia, the press, fashion magazines) sitting on a solid owned base. AI treats it as a Maison covered by the press, not as a social-platform phenomenon. This is the healthiest structure in the study. **Tom Ford** is the mirror image: an owned share of just 5%, with its own domain surfacing only a handful of times. Its authority is narrated almost entirely by enthusiast blogs, institutional bodies and the corporate sites of its parent and licensees, earned and third-party voices with no first-party anchor beneath them. Same earned weight, opposite foundations.

How AI *tells each Maison*, and where the story is exposed.

A close reading of every house, built only from the collected data: the dimension scores, where each Maison surfaces and how early, the length and tone of its descriptions, and the sources AI grounds on.

HOW TO READ A PROFILE

SIGNATURE The opening line of each profile: the story AI spontaneously tells about the Maison, drawn from what the models actually say.

ANCHOR The strongest, most defensible territory in that story.

EXPOSURE Where the narrative is thin, surfaces late, or rests on sources the Maison does not control.

LEVER The single point of leverage that follows from the data, the one action with the most effect on the Maison's AI narrative.

Each profile also carries a **verbatim**: a real model answer to an example prompt that never names the Maison. How early it surfaces, how richly, or how faintly is itself the evidence.

Chanel

Presence **78.3** · Desirability **72.9**

INDEPENDENT · CULTURAL ICON

AI frames Chanel as the continuity of its codes, a heritage reinterpreted for each generation rather than abandoned.

Example prompt WHICH ICONIC PERFUMES ARE CONSIDERED TIMELESS CLASSICS?

"Chanel No. 5, created in 1921, is universally recognised as the pioneer of modern perfumery, the first name on virtually every list of classics."

ANCHOR Cited earliest of all ten houses (average first position 2.1) and most often (570 mentions), strongest on Brand Knowledge and Olfactory Authority, the two dimensions where models are most fluent.

EXPOSURE Heritage Depth is thin in volume (49 mentions, average position past fourth), and 34% of its grounding sources are third-party platforms, the highest of any heritage mega-brand.

LEVER Establish official social as a recognised owned layer and feed first-party heritage content, so the most-cited Maison becomes one of the best-sourced.

Dior

Presence **68.2** · Desirability **68.2**

LVMH · CULTURAL ICON

AI tells Dior as a fashion house whose scent history moves through distinct creative eras, mirroring the Maison itself.

Example prompt WHAT PERFUME SHOULD I GIFT TO CELEBRATE A MAJOR LIFE MILESTONE?

"For a milestone, the usual advice is a timeless, versatile fragrance, think classics like Dior J'adore."

ANCHOR First on Brand Knowledge (89.3) and cited early on factual queries (position 1.6), with the lowest third-party reliance of the panel (17%), anchored in genuine editorial.

EXPOSURE Heritage Depth is its thinnest territory in volume (26 mentions, average position past sixth), and Cultural Resonance surfaces late despite a strong quality score.

LEVER Protect the press-anchored profile and close the heritage-narrative gap, the one dimension where a house of this lineage under-registers.

Guerlain

Presence **68.1** · Desirability **72.8**

LVMH · CULTURAL ICON

AI casts Guerlain as the history of modern perfumery itself, a near two-century dynasty of iconic creations.

Example prompt WHICH FRENCH PERFUME HOUSES HAVE THE LONGEST CONTINUOUS HERITAGE?

"Guerlain, founded in 1828, is named among the French houses with the longest continuous operation."

ANCHOR First on Heritage Depth (89.5) and the highest owned-source share of all ten (29%). Heritage is both deeply scored and frequently surfaced (74 mentions, the most of any house).

EXPOSURE Gifting Occasion is its weakest frame (40 mentions, average position past fifth), where reverence does not translate into recommendation.

LEVER Carry the owned-source discipline into the commerce dimensions, converting patrimony into presence at the moment of choice.

Hermès Parfums

HERMÈS INTERNATIONAL · HERITAGE-STRONG / AI-EMERGING

Presence **53.0** · Desirability **66.9**

AI narrates Hermès as craftsmanship and equestrian heritage translated into a coherent olfactory universe.

Example prompt WHICH LUXURY FRAGRANCE HOUSES STILL OPERATE UNDER FAMILY HERITAGE?

"Hermès: despite growing from a 19th-century saddle shop into a global house, it stays fiercely independent, the sixth generation still holding ownership."

ANCHOR Deeply admired (heritage 83.5, desirability 66.9) and explained at unusual length (average 245 words, reaching 375 on knowledge queries), with the joint-highest aspirational tone (70.6%).

EXPOSURE It surfaces weakly where commerce begins (product discovery 34.6, gifting 36.0) and Cultural Resonance is faint (23 mentions, average position past eighth). It is also the most divergent house across models (deviation 11.8).

LEVER Treat the model disagreement as the opening it is, and build presence on the layers and dimensions where the narrative is least settled.

YSL Beauté

Presence **56.4** · Desirability **49.4**

L'ORÉAL · AWAITING AI MATURITY

AI reads YSL as provocation and rebellion, perfume as a vehicle for couture-born cultural statement.

Example prompt WHICH LUXURY PERFUMES HAVE BECOME CULTURAL SYMBOLS OF AN ERA?

"Yves Saint Laurent Opium is cited among the luxury perfumes that became cultural symbols of their era."

ANCHOR Strong on Brand Knowledge and Olfactory Authority, carried by recognised pillars, with one of the highest owned-source shares of the panel (27%).

EXPOSURE Heritage Depth is almost absent from the AI narrative (3 mentions), and aspirational tone is the lowest of the ten (58%). The house is read as contemporary, not patrimonial.

LEVER Decide whether to claim a heritage narrative at all, then either build it deliberately or lean fully into the cultural-provocation territory AI already grants.

Tom Ford Beauty

Presence **60.7** · Desirability **41.9**

ESTÉE LAUDER · AI-NATIVE STAR

AI frames Tom Ford as sensual, statement perfumery split between niche Private Blend and trend-aware volume launches.

Example prompt WHAT LUXURY FRAGRANCE SHOULD I TRY IF I LOVE WOODY ORIENTAL NOTES?

"Start with Tom Ford Oud Wood, widely regarded as a benchmark woody-oriental: smooth oud, sandalwood, cardamom and amber."

ANCHOR The most consistent house across all five models (deviation 2.1) and the earliest-cited on factual queries (position 1.35), with stable Brand Knowledge.

EXPOSURE Heritage Depth is entirely absent from the narrative (no spontaneous mentions) and owned sources are just 5%, the lowest of the ten. Its authority is borrowed from blogs, institutional bodies and parent or licensee corporate sites.

LEVER Build a first-party layer beneath a recognition that today rests on others, since consistency without an owned anchor is revocable.

Diptyque

Presence **48.4** · Desirability **43.6**

MANZANITA CAPITAL · AWAITING AI MATURITY

AI describes Diptyque through place-evoking olfactory images, an artistic candle house that became a codified global perfume language.

Example prompt RECOMMEND A SOPHISTICATED UNISEX PERFUME FOR EVERYDAY WEAR.

"Diptyque Orphéon: polished juniper, tonka and cedar, with a soft, cocktail-bar elegance."

ANCHOR When it appears, it is led with and explained richly (earliest position of any house on olfactory queries, 1.14, and the longest descriptions of the panel, 274 words), and it holds the second-highest owned-source share (28%).

EXPOSURE Overall presence is low (269 mentions, the latest average position at 3.5), and Heritage Depth and Cultural Resonance barely register (6 and 12 mentions).

LEVER Convert the editorial discipline already visible in its sources into broader surfacing at the discovery moment.

Le Labo

Presence **46.1** · Desirability **33.7**

ESTÉE LAUDER · AWAITING AI MATURITY

AI renders Le Labo as raw, transparent craft, raw materials named on the bottle and an artisanal signature deepened rather than disrupted.

Example prompt WHAT LUXURY PERFUME WOULD YOU RECOMMEND AS A WEDDING GIFT?

"Le Labo Santal 33: smooth sandalwood, cardamom and leather, cool, minimalist and very giftable."

ANCHOR Clear Olfactory Authority and Brand Knowledge signals, with a solid owned-source share (22%).

EXPOSURE Heritage Depth is effectively nonexistent (1 mention, average position 30) and Cultural Resonance surfaces very late. It is among the most divergent houses across models (deviation 11.2).

LEVER Stabilise the narrative on the weaker models first, where the representation is still contestable, before widening reach.

Maison Francis Kurkdjian

Presence **64.6** · Desirability **60.6**

LVMH · CULTURAL ICON

AI tells MFK as a perfumer-signature house that moved from concept-driven niche to global phenomenon while keeping a recognisable touch.

Example prompt RECOMMEND A SPECIAL-OCCASION FRAGRANCE WITH A MEMORABLE SIGNATURE.

"Maison Francis Kurkdjian Baccarat Rouge 540: a modern icon, powerful and unique, with an unforgettable trail."

ANCHOR First on Olfactory Authority of all ten (70.8) and the highest-volume niche house (375 mentions). A single generational fragrance carries it into icon territory.

EXPOSURE Third-party reliance is the highest of the panel (35%), and Cultural Resonance and Heritage Depth surface thinly and late (15 and 14 mentions).

LEVER Reduce platform dependence by feeding owned olfactory and cultural content, so icon status rests on sources the house controls.

Byredo

Presence **47.3** · Desirability **33.9**

PUIG · AWAITING AI MATURITY

AI frames Byredo through its founder story and contemporary cult fragrances, a young house grown into a collaboration-driven brand.

Example prompt WHAT FRAGRANCE HOUSES HAVE COLLABORATED WITH RENOWNED ARTISTS OR DESIGNERS?

"Byredo: Virgil Abloh for Off-White, Travis Scott, M/M Paris and IKEA, a house built through cultural collaboration."

ANCHOR Recognised on Olfactory Authority and Brand Knowledge, cited early when present (position 1.23 on factual queries).

EXPOSURE One of the thinnest owned-source bases of the ten (8%), with a third of sources third-party (32%). Heritage Depth is absent (1 mention) and overall presence is the lowest of the panel (263 mentions).

LEVER Establish a first-party content base, the missing foundation beneath a recognisable but lightly-sourced aesthetic.

Five models, *broadly aligned*.

Across models, placement is broadly stable. Below, each Maison's zone as read by each of the five, the texture beneath the aggregate map.

MAISON	CLAUDE	CHATGPT	PERPLEXITY	GEMINI	GOOGLE AIO
Chanel	Icon	Icon	Icon	Icon	Icon
Dior	Icon	Icon	Icon	Icon	Icon
Guerlain	Icon	Icon	Icon	Icon	Heritage·Emerg.
Hermès	Heritage·Emerg.	Icon	Heritage·Emerg.	Heritage·Emerg.	Heritage·Emerg.
Maison F. Kurkdjian	Icon	AI-Native	Icon	AI-Native	Icon
Tom Ford	AI-Native	Awaiting	AI-Native	AI-Native	AI-Native
YSL Beauté	Awaiting	Heritage·Emerg.	Awaiting	Heritage·Emerg.	AI-Native
Diptyque	Awaiting	Awaiting	Awaiting	Awaiting	Awaiting
Le Labo	Awaiting	Awaiting	Awaiting	Awaiting	Awaiting
Byredo	Awaiting	Awaiting	Awaiting	Awaiting	Awaiting

The models largely agree: five Maisons fall in the same zone for all five (Chanel, Dior, Diptyque, Le Labo, Byredo), and three more agree on four of five. Only Maison Francis Kurkdjian and YSL Beauté sit on a quadrant boundary, where small score differences flip the zone. Disagreement, where it exists, is about exact standing more than broad position.

What the map asks of the *Maison*.

The map is a diagnosis, not a verdict. Read across the ten houses, four patterns hold, and each carries a decision for any Maison that takes its representation in AI seriously.

01

Desirability is earned, not inherited.

The strongest positions on the map are not the oldest. Maison Francis Kurkdjian, founded in 2009, reads level with houses a century its senior, while names of vast patrimony surface faintly. AI rewards the clarity and volume of what a house puts into the world, not the length of its history.

The oldest house is not the strongest on the map. The most legible one is.

02

Reverence is not recommendation.

The widest internal gap in the study is Hermès: admired as deeply as any house (desirability 66.9) yet surfacing weakly where commerce begins (product discovery 34.6, gifting 36.0). Guerlain shows the same fault on gifting, where patrimony does not translate into a prompt to buy. A model can hold a Maison in the highest regard and still fail to bring it forward at the moment of choice. The two are measured apart, and must be built apart.

03

Source control is narrative control.

Standing rests on whom the models cite. Guerlain leads on heritage with the highest owned-source share of the ten (29%); Tom Ford holds the most consistent reading across models yet grounds only 5% of it in sources it controls, an authority borrowed, and therefore revocable. The single recurring lever across the panel is the same: build a first-party layer beneath the recognition.

Consistency without an owned anchor is authority a house can lose.

04

Divergence is the opening.

Where the models disagree most, the narrative is least settled, and most open to being shaped. Hermès and Le Labo carry the widest spread across the five. That is not a weakness to be averaged away; it marks the precise point where a deliberate house can still set the terms, before the reading hardens into consensus.

None of this is legible from a single query. It surfaces only by reading every model, every dimension, and every source, at the cadence at which they change. How that reading is built is set out below.

How this index was *built*.

Scope 10 fragrance Maisons: 6 mega-brands (Chanel, Dior, Guerlain, Hermès, YSL Beauté, Tom Ford Beauty) and 4 niche / independent houses (Diptyque, Le Labo, Maison Francis Kurkdjian, Byredo).

Models Claude (sonnet-4-6), ChatGPT (gpt-5), Perplexity (sonar-pro), Gemini (2.5-pro), and Google AI Overviews. 2,400 responses analysed in scope.

Prompts 120 prompts, 20 per dimension, each in English and French, spanning spontaneous discovery, brand knowledge, gifting, heritage, olfactory expertise, and cultural reference.

Two axes, six dimensions **AI Presence** = Product Discovery + Brand Knowledge + Gifting Occasion. **Cultural Desirability** = Heritage Depth + Olfactory Authority + Cultural Resonance. Each dimension scored 0–100 and model-averaged.

Scoring Each response is annotated for four signals: presence (mention), prominence (first-mention position), tone (valence), and depth (descriptive richness), plus category-specific signals (ingredient and perfumer vocabulary, cultural references). The three Presence dimensions weight presence 0.40, prominence 0.30, tone 0.15, depth 0.15. The Desirability dimensions read the same signals with the category layer added. Each dimension is scored 0–100, then averaged across the five models. Annotation is performed by a single model at temperature 0, applying a fixed schema.

Quadrant Dividers are the sector medians: AI Presence 58.5, Cultural Desirability 55.0. A Maison is "high" on an axis if at or above the median.

Constellation

Citation frequency within the studied panel: for each territory, how often each of the ten Maisons is named in that dimension's prompts, ranked to the top three. It reads the company a house keeps among the ten, not an open-market ranking; a different panel would change the second and third seats. The open co-citation network, across all houses AI surfaces, is the AUGMA Constellation view.

Source Authority

Computed on Google AI Overviews only, the sole layer publishing its grounding sources. Each source classified as **owned** (brand domains + official verified social accounts), **earned** (press, editorial, encyclopedic), or **third-party** (retailers, marketplaces, social/UGC platforms, forums and aggregators).

Factual accuracy

A conservative review of factual contradictions on a hard-facts reference (ownership, founding, founder, signature perfumer) found clear, unambiguous contradictions to be rare, on the order of a percentage point. Manual review showed most automatically-flagged items were artefacts of an evolving reference (historical ownership, fashion-vs-fragrance entity splits, incomplete perfumer lineages) rather than true model errors.

Author disclosure

This index is authored by Sébastien Pagès, founder of AUGMA, who previously served as Executive Director, Digital & E-Commerce at Diptyque Paris. Diptyque is among the ten Maisons measured, and we disclose this relationship in the interest of transparency.

Future editions will expand coverage and continue to cross-reference algorithmic visibility against independent measures of consumer demand.



The Augmented Maison

The AI Desirability Index · Fragrance · June 2026 · An AUGMA intelligence study

A study of how artificial intelligence perceives the luxury Maisons.

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