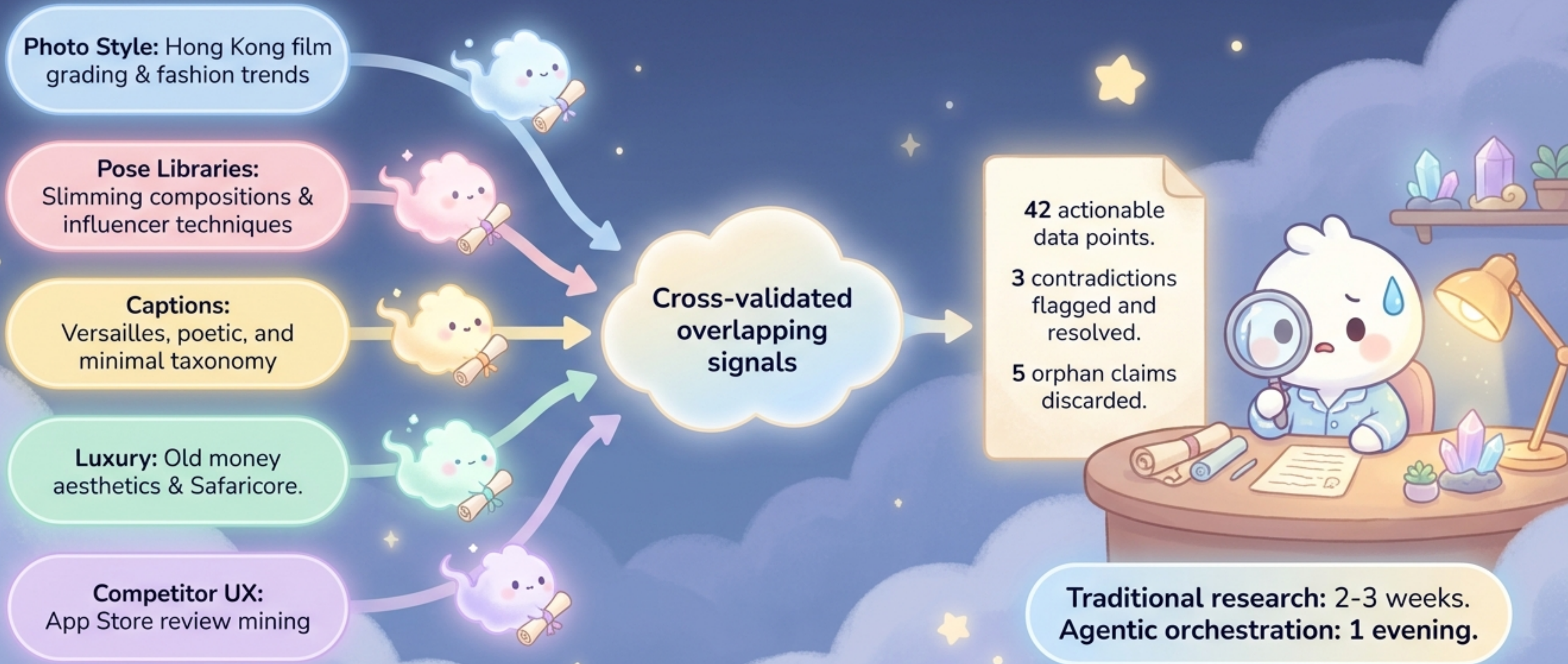


Parallel AI agents condense weeks of cultural research into a single evening.



Social moments are driven by posting intent rather than demographic profiles.



Wanderlust

Intent: I am on vacation somewhere beautiful.

Focus: Aspiration-heavy destination moments (Infinity pools, mountain retreats).

City Drift

Intent: My everyday life is this refined.

Focus: Normalizing luxury as routine (Afternoon tea, fine dining).

Poetic Daily

Intent: I have taste and inner life.

Focus: Projecting intellectual depth over wealth (Bookstore afternoons).

Seasonal

Intent: I am in sync with the beautiful now.

Focus: Time-limited urgency (Cherry blossoms, first snow).

The Golden Rule of Scene Design: Brand hints must be incidental. The scene can reference a luxury aesthetic, but it must never feel like a centered corporate advertisement.

Cinematic progression creates the narrative, but deliberate mismatch creates the prestige.



WA!

Establishing:
Wide shot,
vastness

Portrait:
Mid-shot,
golden
backlight

Detail:
Close-up,
sensory
textures

Mood:
Silhouetted,
fading light

High-engagement posts naturally follow this cinematic structure.

The Mismatch Equation

[Caption
Says Small]

(Describing a mundane,
casual action)



[Photo
Shows Big]

(Overt luxury, resort backdrop)



The Illusion
of Effortless
Taste

The natural instinct is to match a big photo with a big caption, which reads as bragging. Mismatching feels like you are just effortlessly living your life.

Automatically generated caption styles solve the highest-friction point in the posting workflow.

Versailles Style

Strategy: The sweet complaint or accidental humble-brag.

Rules: Never mention brand/price directly. Tone is casual. Max 1-2 approved high-end emojis. No money bags.

Example: Planned to swim two laps, ended up soaking until sunset.

Poetic Style

Strategy: Focus on physical sensory metaphors.

Rules: Lots of white space. Do not state emotions; let the reader feel them. Minimal to no emoji.

Example: The water took all the light; I do not want anything anymore.

Minimal Style

Strategy: Terse and powerful.

Rules: Maximum 5 words. All lowercase. Zero explanation.

Example: sky and water, one color

Platform Note: Outputs automatically adapt to the platform (e.g., 1 sentence/no hashtags for intimate messaging vs. 3 sentences/hashtags for public social feeds).

Features inevitably decay, but a continuously curated content catalog compounds over time.

Weekly Drops:
Micro-trends & aesthetic shifts

1

Monthly Editions:
Limited holiday releases

2

Seasonal Auto-Activation:
Purely date-based FOMO without push notifications

3

User Inspiration:
References become the next generation

4

The fireworks effect kills standard AI photo tools. Users try 10 templates and leave.



ÉLAN is a subscription to a living catalog of social moments, not just an AI infrastructure tool.