

The Trap of Novelty

Launch Novelty:
600,000 DAU

The Fireworks Effect.
Bright, brief, gone.

1 Year Later:
36,000 DAU
(94% Decline)

The product works perfectly, but the novelty decays. Users share once and never return because there is no deepening engagement loop.

Unlocking Inadvertent Superiority

Social presentation has culturally encoded rules. Users don't want photos; they want a complete social media moment.

Small Action

(Caption: "Daydreaming...")



Big Flex

(Incidental Luxury)



Effortless Elegance

(Inadvertent Superiority)



Packaging the Aesthetic

Muse Card

Users don't choose parameters—they choose outcomes.

Scene Definition:
Luxury location,
specific lighting

Color Grading:
Consistent film look

Caption Templates:
Pre-written minimal text

Outfit & Props:
Aesthetic direction,
incidental luxury

Pose Library:
4-5 narrative shots

Library: 18 Cards

Categories: Luxury Travel,
Urban, Artistic Life, Seasonal

A Muse Card isn't a filter. It is a complete, opinionated photoshoot brief that encodes an entire visual story into a single tap.

Hiding the Machinery



Without this prompt, AI centers the luxury—creating an ad. With it, luxury becomes the backdrop—creating a life.



VANITY_DESIGN_INSTRUCTIONS:
Luxury items must appear incidental, never centered.

Put the food in their mouth. If the user has to understand sliders, inference, or parameters, the product has failed.

Escaping the Firework

Shift retention from novelty (which decays) to curation (which compounds).

Weekly Drops & Seasonal Editions

Your light, just right.

Content-as-a-Service

ÉLAN is not selling AI or technology. It sells the feeling of **being the person in the photos. The tool must remain entirely invisible.**

