

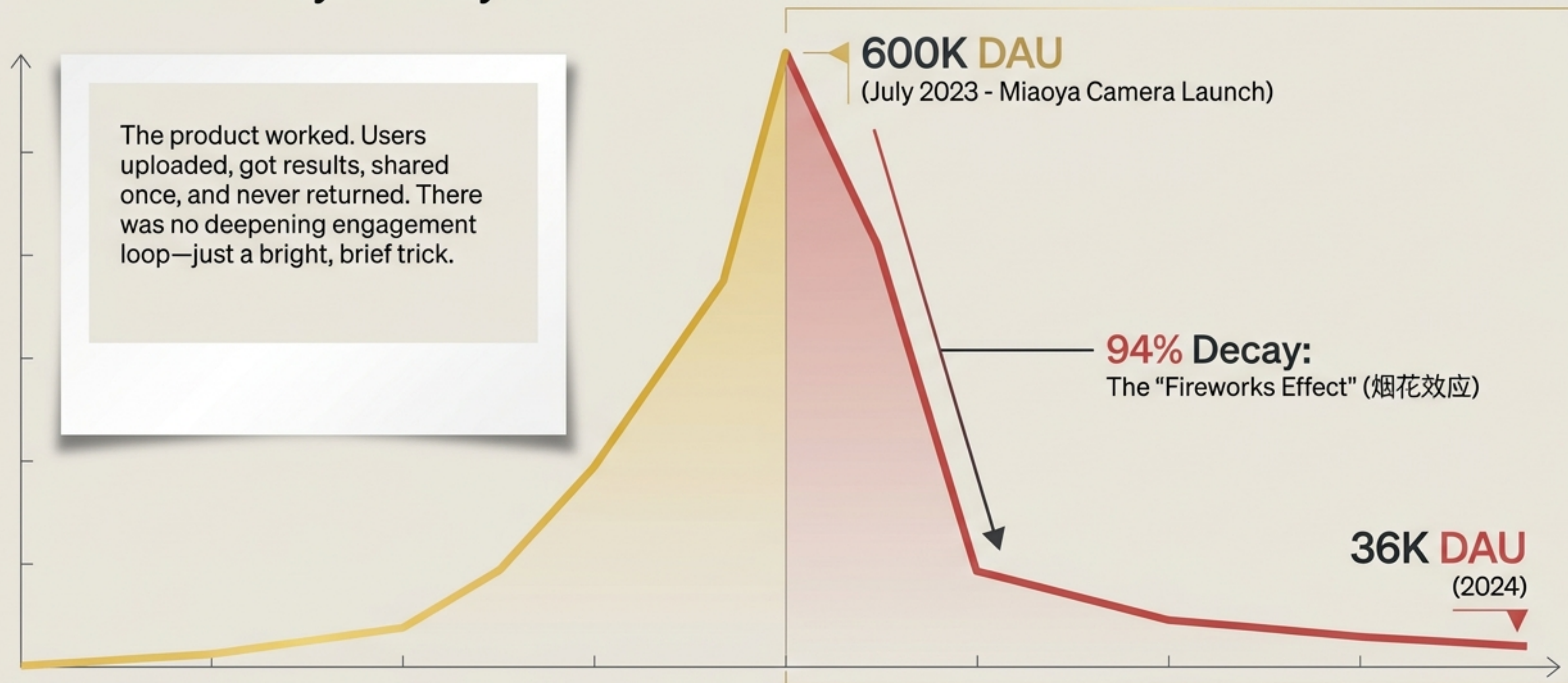
Decoding the Vanity Formula

An experiment in AI-generated social moments. Why the first generation of AI photo apps failed, and how ÉLAN engineers effortless luxury.



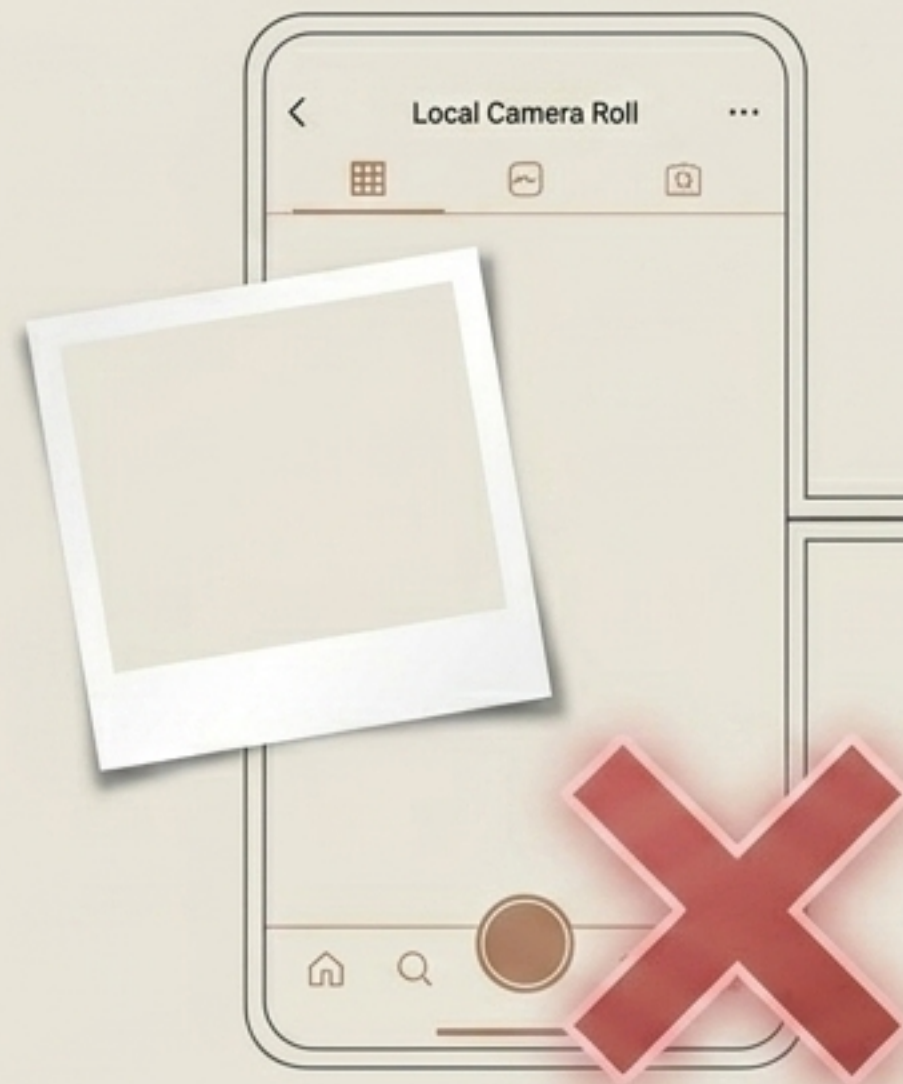
AI-GENERATED
LIFESTYLE CONCEPT

First-generation AI photo apps sell novelty, but novelty decays.

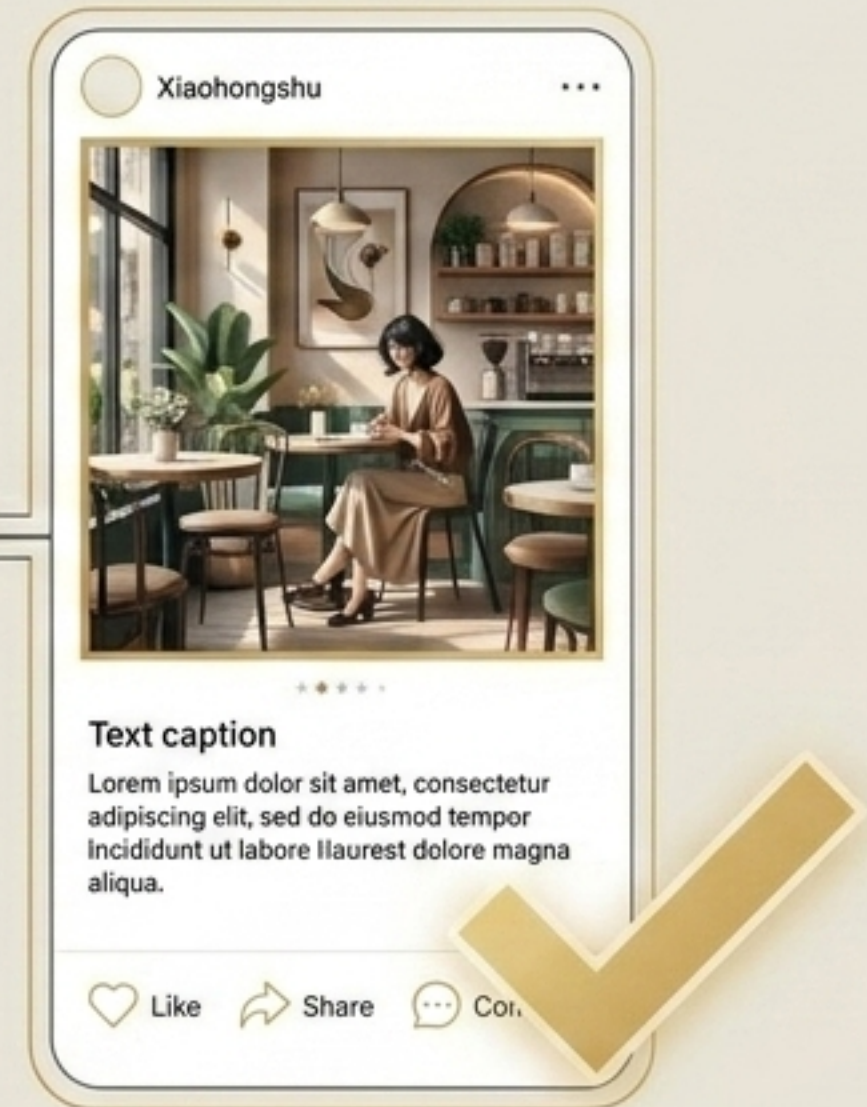


Users don't want a standalone photograph; they want a complete social moment.

Nobody generates an AI photo to stare at it. The photo is a means to an end. The end is social presentation.



Isolated Image File: A dead end.



Complete Social Moment: The true goal.

The psychological driver of the modern feed is inadvertent superiority.

[Caption detailing a small, mundane action]

+

[Photo revealing a massive, incidental luxury]

= Effortless
Elegance

In Chinese internet culture, this is known as '凡尔赛' (Versailles)—the art of humble-bragging so subtly that the luxury feels entirely incidental.

The anatomy of a 'Versailles' social post operates across three deliberate layers.

The Scene.

It isn't just "a pool." It's an infinity pool at the Aman resort. The luxury is the setting, not the subject.

The Caption.

"难得什么都不想" (Rare to think about nothing). The photo screams luxury. The words project simplicity. The mismatch is the point.



The Outfit.

Brand logos enter the frame "accidentally." The Hermès bag is present, but out of focus.

If the user has to think about lighting or inference, the product has already failed.

	The Tech Tool Approach (Industry Standard)	The Social Moment Approach (ÉLAN)
UX Philosophy	Sliders, parameters, model selections	Sliders, parameters, model selections
The Deliverable	A single JPG	4-photo curated set + adaptable caption
The AI Presence	Visible, tech-forward	Visible, tech-forward
Engagement Driver	Novelty (1D templates)	Novelty (D template)

Overcoming the highest-friction point in the workflow: Writing the caption.

Users choose outcomes, not parameters. Enter the Muse Card.

A Muse Card is not a filter. It is an opinionated, curated package that encodes an entire visual story so the user doesn't have to.



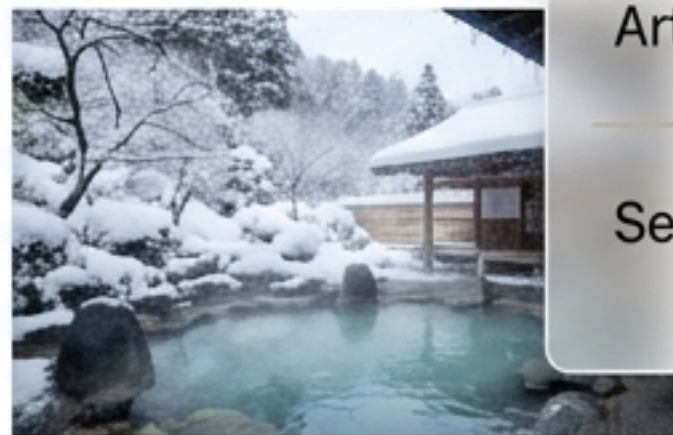
Luxury Travel



Urban



Artistic Life



Seasonal

Luxury Travel (远方的光): 6 cards

6 cards
(Resort pools, hotel suites)

Urban (城市漫游): 5 cards

(Rooftop bars, city walks)

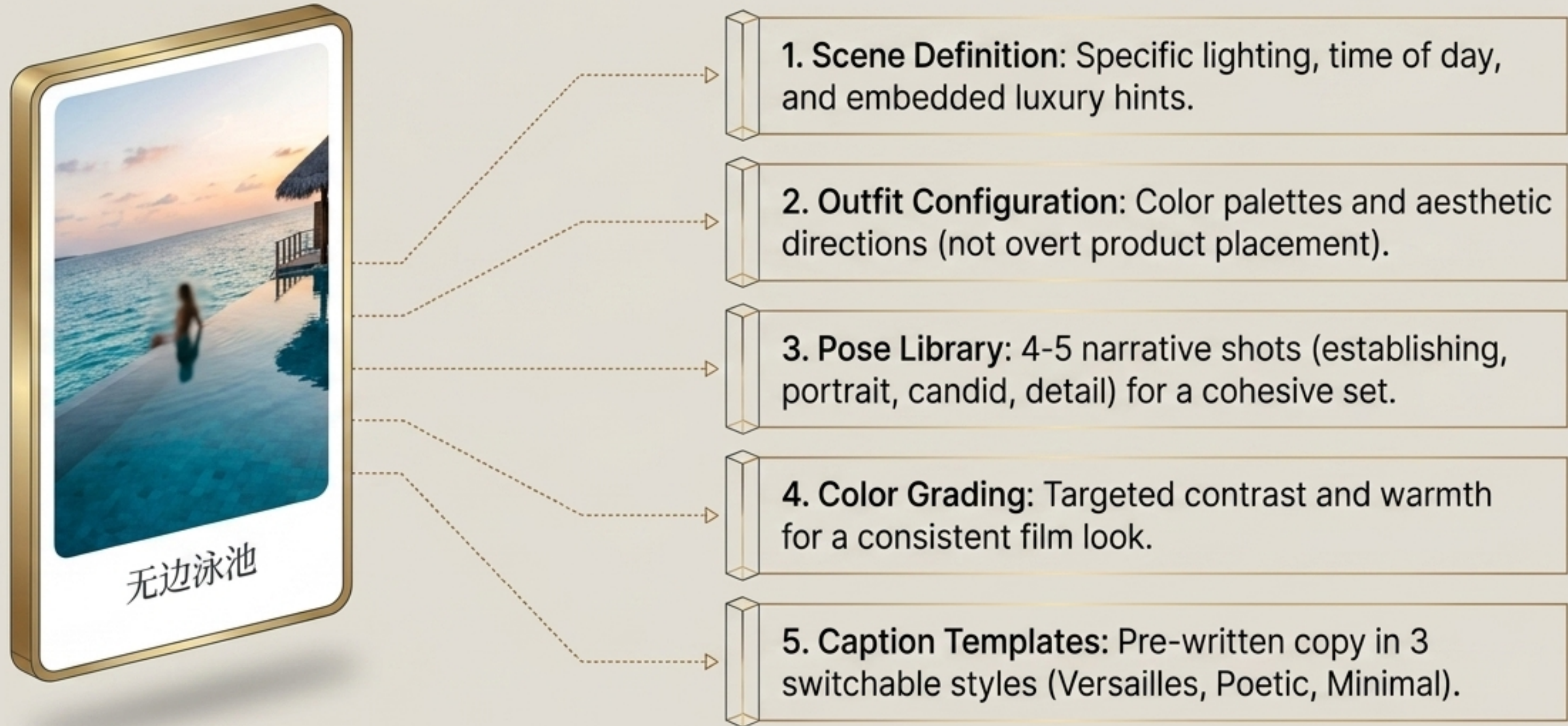
Artistic Life (日常诗意): 4 cards

(Cafés, reading rooms)

Seasonal (时令之美): 3 cards

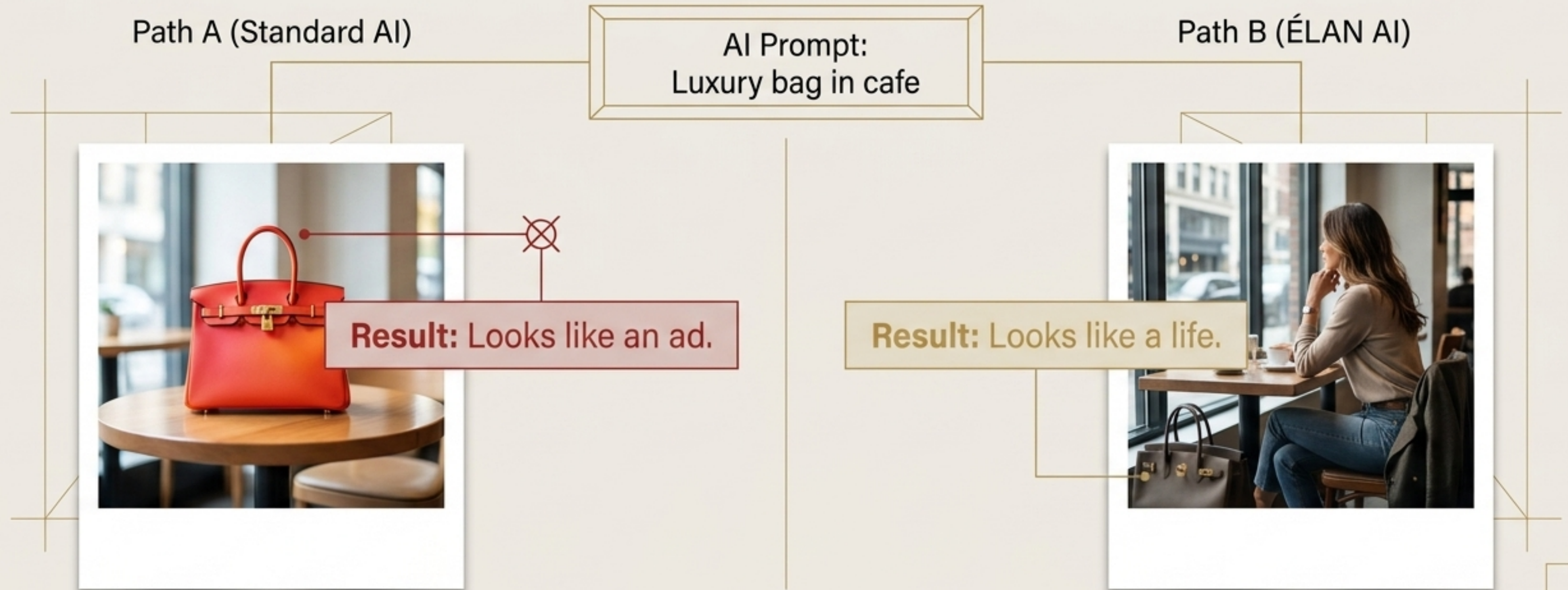
(Cherry blossoms, winter onsen)

Deconstructing the hidden architecture of a single Muse Card.



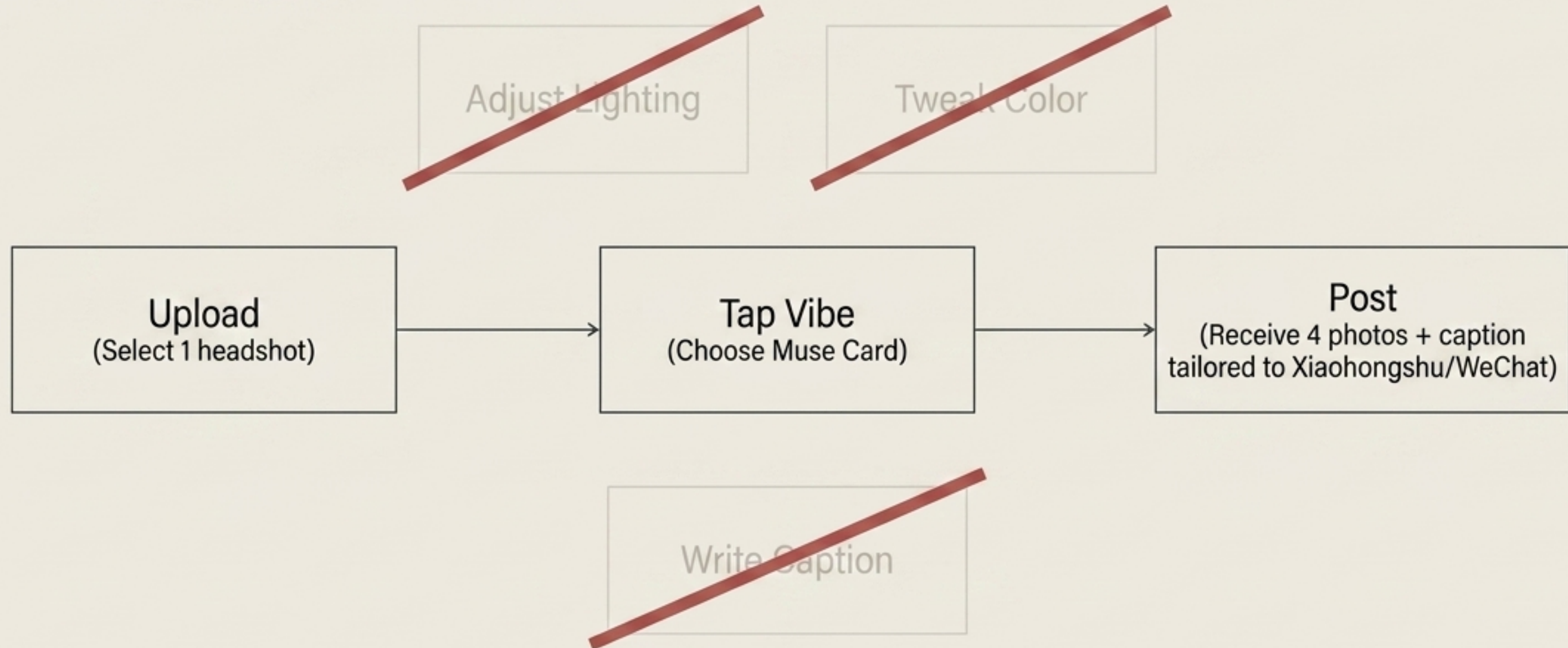
The VANITY_DESIGN_INSTRUCTIONS prompt block forces luxury to the periphery.

ÉLAN instructs the underlying Gemini model that luxury items must appear incidental, never centered. This single constraint separates an artificial render from an authentic social moment.



The product philosophy is “把饭喂进嘴里” (put the food in their mouth).

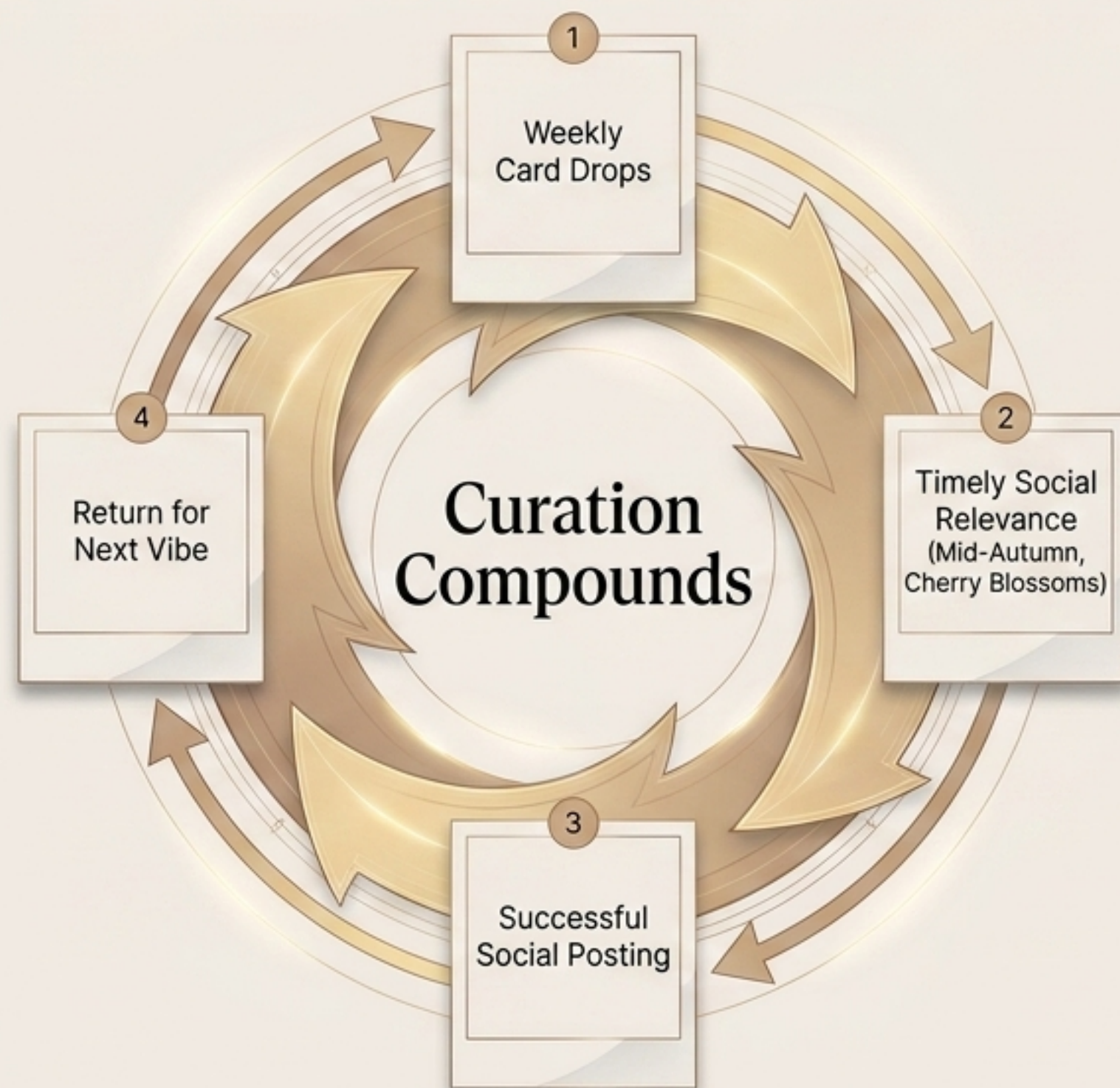
The workflow is three taps, not three minutes. If the user has to make a decision more complex than “which vibe do I want today,” the design has failed.



Shifting the retention engine from software to Content-as-a-Service.

The engagement loop isn't "try the AI." It is a living catalog where users ask, "What new looks are available this week?" The library becomes the product.

Novelty Decays



The ultimate luxury is invisible technology.

ÉLAN does not sell photos, AI, or technology.
It sells the feeling of being the person in those photos.

