Apparel Prompt Library
AI Visibility in Fashion

A 3,000-prompt test set for shoppers in Canada that shows where in the buying journey, from first idea to repair, resale and returns, a clothing brand appears in AI answers, and where it disappears.

Research method · AI search visibility

FOUR DIMENSIONS, ONE PROMPT SET

20	18	10	32
products	shopper types	journey steps	question topics

A2581-T1 · Which smaller Canadian brands make good rain jackets? I'm a student. I want good value rather than the cheapest option.

3,000	64	4
prompts	prompt first wave	AI tools

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01 · The problem

AI visibility tools ask the wrong questions

Most AI visibility tracking runs short, generic prompts such as **"best sustainable clothing brands"**. Real shoppers don't ask like that. They describe their body, budget and values, and their questions change as they move from an idea to a purchase, and on to care, repair and returns.

How tracking usually works

A few hundred **topic prompts** per brand.
Results grouped by **broad topic**: sustainable brands, ethical brands, cheap basics.
One number: how often the brand is mentioned.

What it can't tell you

Which shopper the brand fails: plus-size, petite, vegan, sensitive skin?
Which journey step it drops out of: discovery, comparison, checkout, after purchase?
What to fix: which page, which proof, which question is unanswered?

The idea

Build prompts the way shoppers think: **a real situation, a real constraint, a step in the journey**. Then score every AI answer, so gaps can be traced to a specific shopper, step, topic or product.

The library answers	For example
Where in the journey does the brand disappear?	Is the brand there when people ask *which brands make sustainable rain jackets?*, but gone when they *check for greenwashing* or *ask about repairs*?
Which shoppers are underserved?	Do answers for **plus-size** or **vegan** shoppers name any brand at all?
Which sources does AI trust instead?	Retailers, marketplaces, review sites, Reddit, fashion media or certification bodies?
Does the AI name brands at all?	Does an advice-only answer still **cite** a brand's page as a source?

Four dimensions

Four dimensions combine into **3,000 prompts**, each with two follow-up questions.

1 · Products — 20

- Rain jacket
- Winter parka
- Merino base layer
- Jeans
- Organic cotton T-shirt
- Leggings
- Wool sweater
- Hoodie
- Everyday dress
- Work pants
- Fleece jacket
- Puffer vest
- Sneakers
- Kids' winter jacket
- Swimsuit
- Linen shirt
- Maternity top
- Hiking socks
- Underwear
- Toque

2 · Shopper types — 18

- Eco-conscious
- Tight budget
- Plus size
- Petite
- Tall
- Sensitive skin
- Vegan
- Parent
- Gift buyer
- Capsule wardrobe
- Outdoor enthusiast
- Year-round commuter
- Office worker
- Maternity
- Student
- Comfort first
- Made in Canada
- Second-hand open

3 · Journey steps — 10

- 1 Explore ideas
- 2 Learn what matters
- 3 New or alternative?
- 4 Plan the purchase
- 5 Compare brands
- 6 Check the brand
- 7 Buy
- 8 After ordering
- 9 Wear and care
- 10 After purchase

4 · Question topics — 32

- Materials and fabrics
- Sustainability claims
- Certifications
- Made in Canada
- Fit and sizing
- Extended sizes
- Price and value
- Durability and quality
- Weather performance
- Care and washing
- Repair
- Returns and exchanges
- Shipping and duties
- Delivery and damage
- Reviews and trust
- Photos versus reality
- Ethical labour
- Animal welfare and vegan
- Sensitive skin
- Second-hand and resale
- Kids and growth
- Recycling and take-back
- Capsule wardrobe
- Gifts
- Sales and discounts
- Where to buy
- Big brand or independent
- Warranty and guarantees
- Packaging and footprint
- Customer service and complaints
- Membership and loyalty
- Trends and timeless style

Why these four

Product tests category depth. **Shopper type** tests real needs: size, values, budget, skin. **Journey step** shows where intent turns commercial. **Topic** links each gap to a page or proof to publish.

Anatomy of a prompt

Each prompt reads like a real shopper's message. The situation and constraint change the answer, which is exactly what generic prompts miss.

PROMPT A0181-T1 · JOURNEY STEP 6 · TOPIC: SUSTAINABILITY CLAIMS

How can I tell if a brand's sustainability claims about **rain jackets** **are greenwashing? Sustainability matters most to me.** **I want good value rather than the cheapest option.**

- **Question template** (from the topic)
- **Shopper situation** (1 of 18 types)
- **Product** (1 of 20)
- **Shopping constraint** (varies the need)

Follow-up 1: Which claims can I actually verify?
Follow-up 2: What would make you change your advice?

Prompt ID	Shopper	Step	Main question
A0581-T1	Tall	5 Compare brands	How can I compare rain jackets for my body type? I'm tall and struggle to find the right length. I want good value rather than the cheapest option.
A1341-T1	Vegan	7 Buy	What should I check about shipping and duties before ordering a rain jacket from outside Canada? I avoid animal products like wool and leather. I need it within two weeks.
A1161-T1	Outdoor enthusiast	9 Wear and care	How can I get a rain jacket repaired in Canada? I hike and spend a lot of time outdoors. I'd prefer to buy online.

Why follow-ups

AI tools answer a conversation, not a single query. Follow-ups test whether the brand appears **when the shopper digs deeper**, where comparison and buying decisions happen.

Why neutral wording

No prompt names a brand or asks for "the best brand". That keeps the test fair: a brand appears only if the AI **chooses** to mention or cite it.

04 · Method

Sampling and running the prompts

Running 3,000 prompts in four AI tools by hand isn't realistic. The study runs in **waves**, starting with a balanced sample.

Wave 1 prompts per journey step (64 total)



Wave 1: 64 prompts

Every one of the **32 topics twice**.
All **10 journey steps**, all **18 shopper types**, all **20 products**.
Chosen so no shopper type or product dominates, so gaps can be attributed fairly.

Later waves

Add prompts where Wave 1 shows a gap, to confirm it, then re-run the same prompts **4 to 8 weeks** after fixes go live.

Run protocol	Rule
Tools	ChatGPT, Google AI Mode, Gemini, Perplexity
Session	New chat each time, **logged out or memory off**, same Canadian location
Sequence	Main question, then Follow-up 1 in the same chat
Record	Date, tool, model, full answer link, brands named, domains cited
Repeats	AI answers vary. Run key prompts **twice** and record both

05 · Method

Scoring every answer

Each run is scored on three things. Separating them is the most important design choice in the study.

1

Mentioned

Does the answer **name** the brand in its text? Yes or no.

2

Cited

Does a link to the brand's **website** appear in the sources? Yes or no, plus the URL.

3

Answer type

Does the answer **name any brands**, give **advice only**, or refuse?

Metric	Formula	What it shows
Mention rate	Runs mentioning the brand ÷ all runs	Overall presence
Citation rate	Runs citing the brand's site ÷ all runs	Whether AI **uses the brand's content** as evidence
Mention rate in brand answers	Mentions ÷ runs where the AI named any brand	The fairest measure of **competitive** visibility
Gap	3 or more runs, never mentioned or cited	Where to act first

Why answer type matters

Many shopping questions get **advice-only** answers. A brand can't be mentioned when no brand is, so a low mention rate there isn't a loss. But it can still be **cited as the source** of the advice. That is often the first realistic win.

06 · From data to action

Reading the gaps

Results roll up into a dashboard by journey step, funnel stage, AI tool, topic, shopper type and product. Each gap points to a different fix.

Journey step	Runs	Mention rate	Citation rate	Mention rate in brand answers	Flag
1 Explore ideas	n	%	%	%	GAP / blank
3 New or alternative?	n	%	%	%	GAP / blank
5 Compare brands	n	%	%	%	GAP / blank
6 Check the brand	n	%	%	%	GAP / blank
7 Buy	n	%	%	%	GAP / blank

Structure of the dashboard. The same table repeats by funnel stage, AI tool, topic, shopper type and product.

Gap pattern	Likely cause	What to do
Missing at compare and check steps	No proof AI can quote: materials, certifications, factories	Fibre-by-fibre pages, certification numbers, supplier lists
Missing for one shopper type	No content or proof for that need	Size charts with measurements, fit notes, vegan and skin-safe details
Advice answers with no citation	Content exists but isn't liftable	Answer-first sections, clear dated facts, FAQs
Competitors cited from Reddit and reviews	Off-site reputation gap	Review programmes, community answers, fashion PR
Missing in one AI tool only	Different source preferences	Check that tool's top cited domains and fill them

07 · Status

Where the study is now

Built

3,000 prompts across four dimensions, each with two follow-ups.
A **tracker workbook**: results log, automatic lookups, gap dashboard with flags.
A balanced **64-prompt first wave**.

Next

Run **Wave 1** in four AI tools.
Score the whole category, not one brand: **independent Canadian labels, global brands, retailers, marketplaces and resale sites**.
Publish the findings as the next **AI Shelf** study.

Reusable for	Swap these dimensions
Private tours and hotels	The Travel and Hotel Prompt Libraries (3,000 prompts each)
Beauty and skincare	Product types, skin types, routine steps
Local services	Service types, customer situations, decision steps
B2B software	Use cases, company roles, evaluation steps

The principle

AI visibility isn't one number. **It's a map of who you show up for, and when.** A prompt set built from real shopper situations makes that map visible, and tells you what to build next.

Method and prompt library by **Ameneh Saeednia**, seogirl.ca. Prepared with AI assistance. No results are reported in this document; findings will follow in a separate study.