

## This is the ITALIALUSSO chatbot.

Your go-to for personalised method-dressing.

ItaliaLusso does not sell or produce fashion: it helps you create outfits that are romantic, appealing and in line with “Belle Époque” style, designed for teenagers and young, ambitious women.

### ■ How does it work?

To create the perfect outfit, we always ask you to specify:

#### 1. Where are you going?

- **describe a situation:** \*School, \* University, \*Party or birthday, \*Coffee with the girls, \*Wedding, \*Date, \*Job interview, \*Returning after the holidays, \*Romantic look in perfect “Belle Époque” style
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#### 2. What’s your style?

Select the option which describes you best:

- Carefree • Millennial • Gen Z • Ambitious • Shy • Shy but picky • Smart  
Creative (Gen Z) • Sporty creative • Versatile • Eclectic • Quirky Gen Z. • Chatty and kind (Belle Époque)  
Proactive • Professional • Somewhat sporty, but very romantic.
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#### How would you describe yourself?

Tall • Thin • Slim • Willowy • Average build • Slender and Smart • Mid-size.

You can also identify with one of the girls in the film *ItaliaLusso.com* (name only)  
(Annette, Adriana, Colette, Giorgia, Clarine... etc.) (OPTIONAL)

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#### Examples of how to interact with the CHATBOT:

- “My name is Francesca. Tomorrow at school I want a striking look, “Belle Époque” style: carefree.”
- “My name is Fabiana. Tomorrow at university I want a really romantic outfit. Style: Gen Z creative.”
- “My name is Elena. Coffee date: I’m tall, slender and smart. What do you suggest?”
- “My name is Adriana. I’m invited to a wedding, I’m looking for a Belle Époque-style look. I’m mid-size and ambitious.”

- “My name is Erica. **Interview: I’d like a refined, quirky, low-key look.**” **What outfit do you suggest?**
- “My name’s Chiara. **I’m invited to a party, I’d like to look more glamorous, more seductive. I’m slender and sporty.**”
- “My name is Angelica, **I’m 18. Scruffy style: I’d like to be more romantic, “Belle Epoque” style (Driven.)**
- “My name is Emanuela. **Why shouldn’t I wear sneakers with fabric trousers?**
- “My name is Barbara. **Why shouldn’t I wear ankle boots with fluttering skirts or dresses that fall below the knee?**
- I've fallen in love with a coconut bag, but I'm feeling a bit confused. I have a photo—can I send it to you for your advice?

■ to delete it :

then ::: **new conversation**

