

w3c/gs1 workshop on e-commerce for humans and ai agents · google zurich · 8 september 2026

Brand Agent & Generative Interfaces: When the Storefront Is Generated, Who Speaks for the Brand?

The frontend that does not exist until you ask.

the thesis

Buyers arrive from an answer now. Frontends were built for a search.

A thesis on generative interfaces for commerce, in seven frames.

Orvane

For high-output touring, two of our shells make sense for you.



Lume

340 g · the
breathable
one



★ 4.8 · 212
reviews

€429



Tarn

385 g · the
tougher one



★ 4.7 · 96
reviews

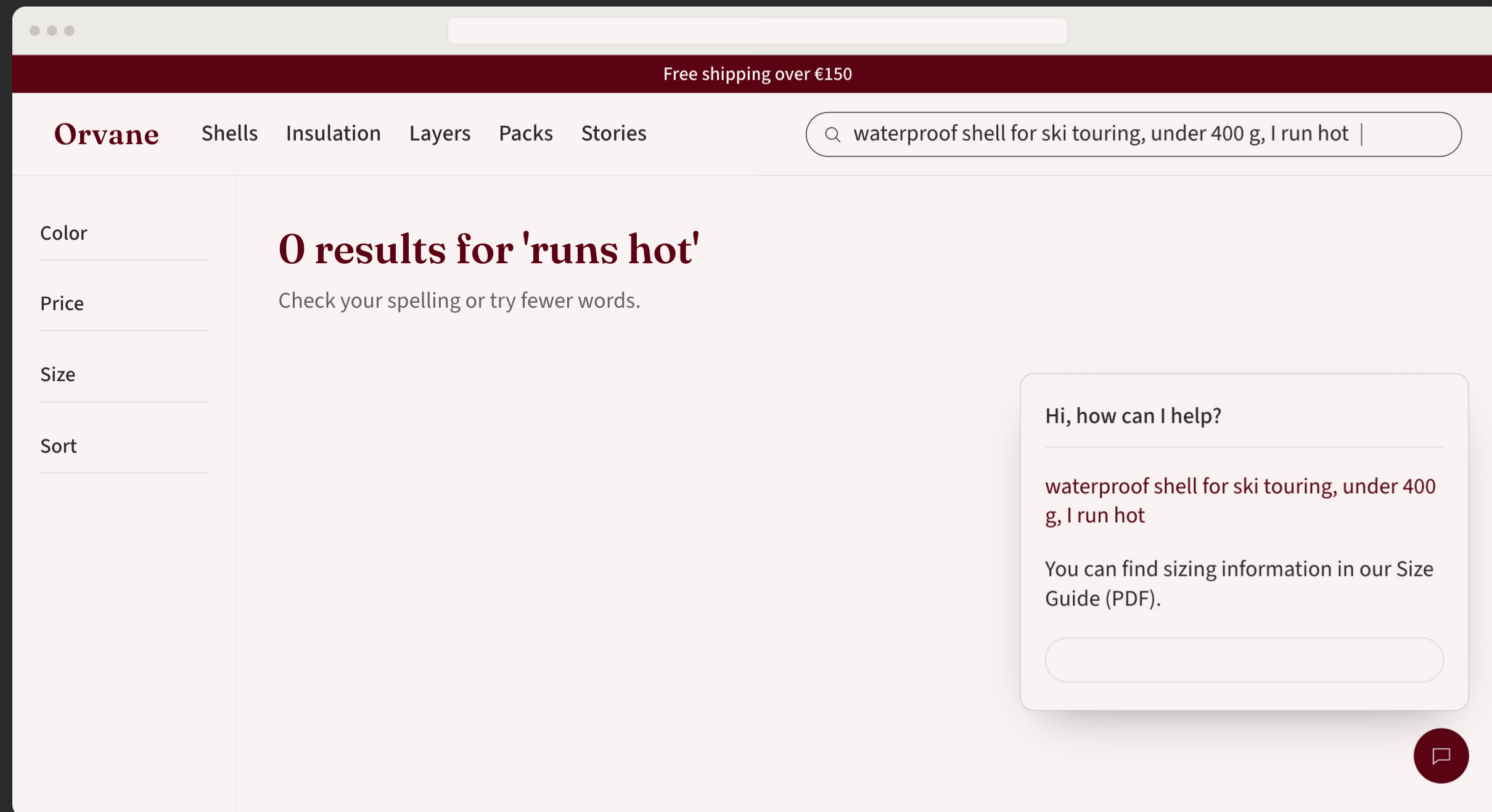
€469

Why these two

✓ Under 400 g, both. You asked for that.

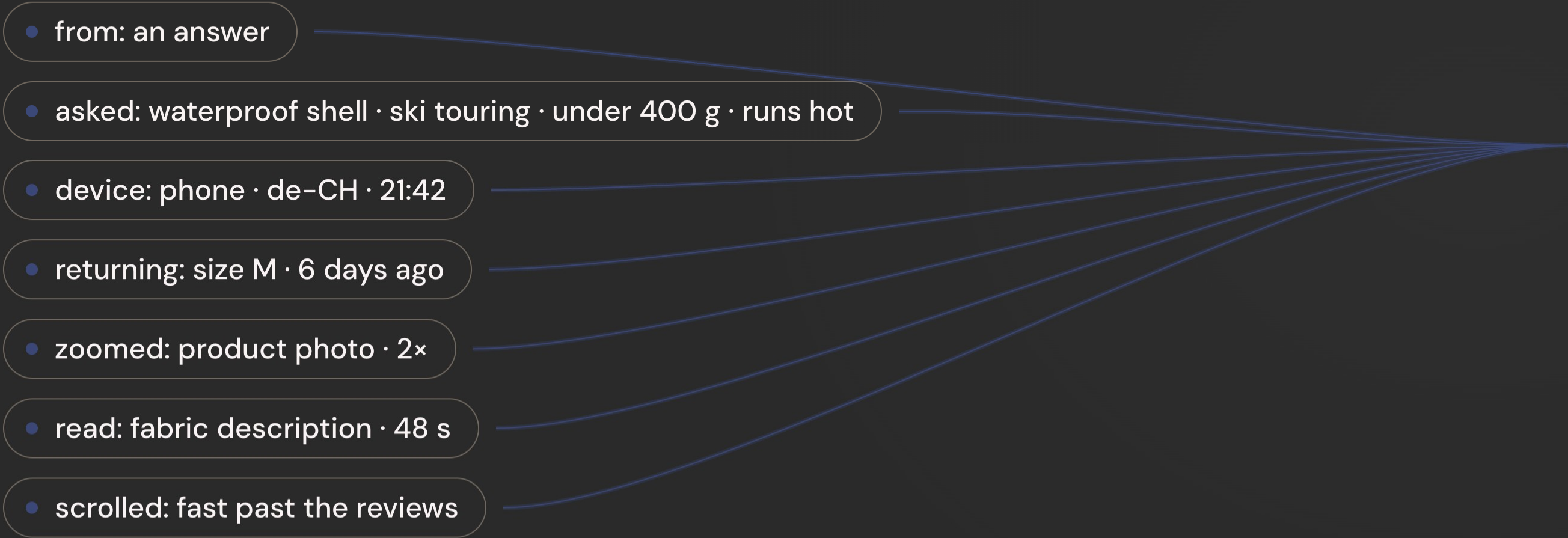
A real question. Zero results. A PDF.

One page for every buyer, whatever they asked. Search matches words, not needs. The buyer goes back to the AI that sent them.



Before the page exists, the context does.

The frontend is composing, not loading. Seven signals already in hand, none of them asked for; the first block lands in 38 ms, each one stamped with its source.



Orvane

For high-output touring, two of our shells make sense for you.

block 01brand voice38 ms

Lume

340 g · the breathable one

€429

Tarn

block 02catalog 2/48brand photos

You run hot. Lume vents through 30 cm pit zips and a 20K|

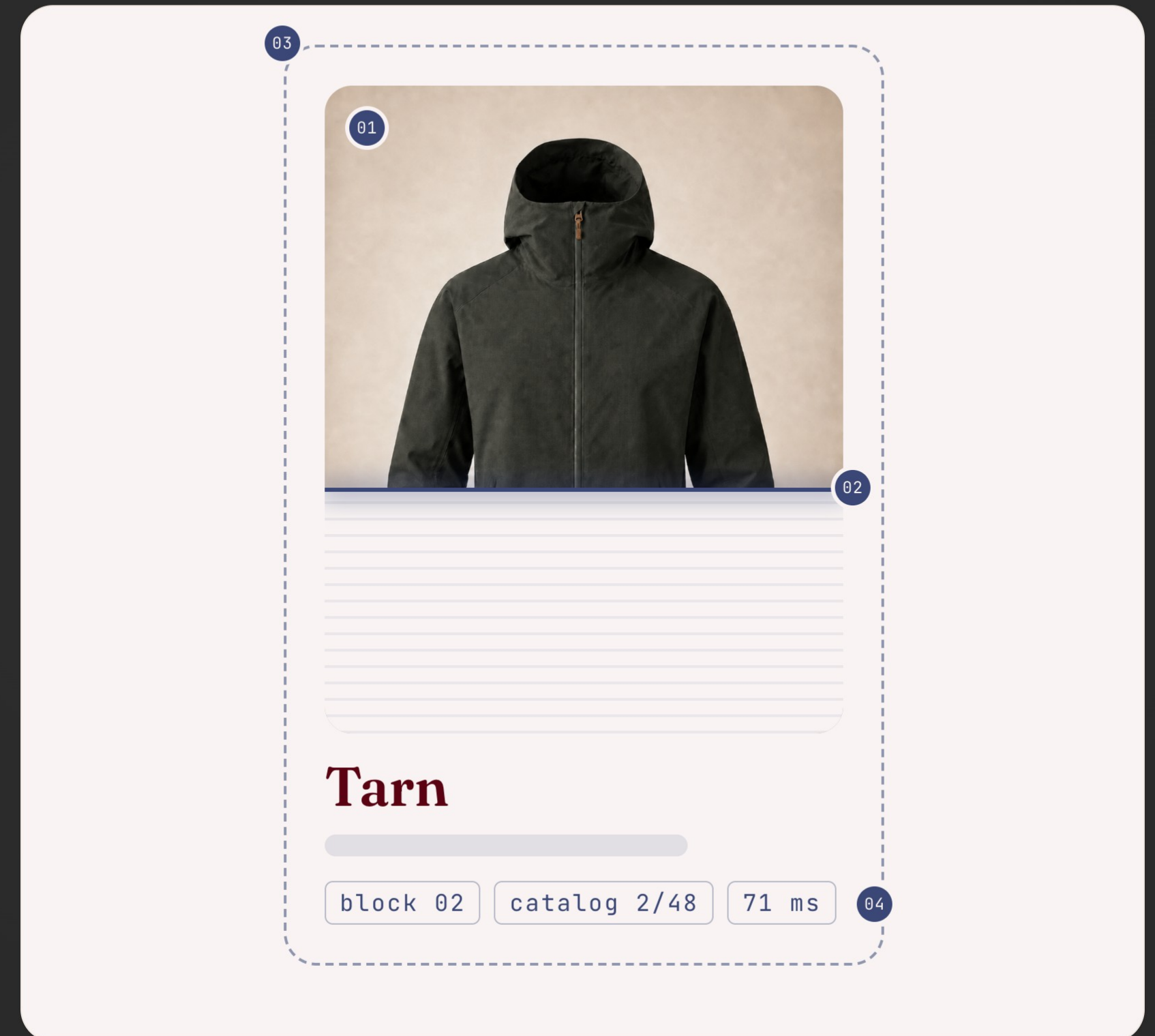
block 03lab sheetstreaming

composing · block 03 of 07104 ms

One block, up close.

Nothing here is drawn by the model. Everything is placed by it: the brand's photograph, the brand's hairline, the brand's type, stamped with a source and a time.

- 01 The brand's photograph. 4:5, library id PO2, never generated.
- 02 The scan line. The block streams in top to bottom, 71 ms after the request.
- 03 A 1 px hairline, Charcoal at 10 %, radius 12. The brand's own card, not a template.
- 04 The source tag. Catalog, 2 of 48. Every block knows where it came from.



The page opens with an answer, then two products.

Six signals become one intent. Not 48 tiles: two shells, chosen for this buyer, from the brand's own catalog.

- intent: lightweight touring shell · warm runner · size M · ready to buy

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Why these two

✓ Under 400 g, both. You asked for that.

Every block has a source.

The rest of the page, taken apart. Six blocks, each drawn from something the brand already owns. Nothing is generated from nothing.

- the brand's record, read live
- the brand's components, unchanged
- no model-written copy, no stock imagery

from · training materials

Answers the one thing the buyer said about themselves.

You run hot. Lume vents through 30 cm pit zips and a 20K breathability membrane. Most warm runners tour in it over a single base layer.

from · live inventory · service truth

Size, stock and delivery are read at request time, never guessed.

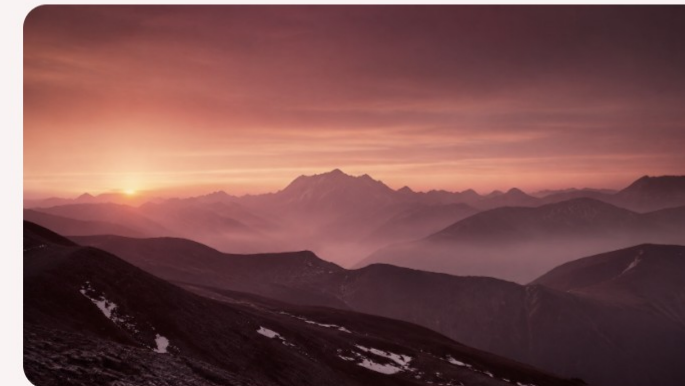
- Size M in stock



 Ships tomorrow · arrives Thu 10 Sep · Zurich

from · website · photo library

The brand's own photograph and its own words.



The membrane is made forty kilometres from where we test it. The lab sheet ships with every jacket.

from · relations layer

One question back, because the catalog forks here.

Day trips or multi-day?

Day trips

Multi-day

from · official reviews

A verified purchase, quoted, not summarised.

★ 4.8 · 212 official reviews

“Vented on a 1,400 m climb without stopping once.”

Verified purchase · Engelberg · March

from · the brand's domain

Checkout stays where the brand is.

 Checkout on Orvane

One tap. The page recomposes around the answer.

Day trips: one shell, one sentence, checkout. Composed from the brand's own components, nothing invented.

• intent: lightweight touring shell · warm runner · size M · ready to buy

• answered: day trips

Orvane

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Lume

340 g · the breathable one

★ 4.8 · 212 reviews



€429

For day trips, Lume. Your size, tomorrow.

You run hot. Lume vents through 30 cm pit zips and a 20K breathability membrane. Most warm runners tour in it over a single base layer.

Same question, two assistants.

A reads the brand's own record and renders the brand's card. B reads what it could scrape and renders its own. The buyer sees both as the truth.

assistant a · brand of record

waterproof shell for ski touring, under 400 g, I run hot

For a warm runner touring light, Orvane's Lume fits. Here is the brand's own card, with your size and delivery.



Lume

340 g · 3-layer · 20K/20K · 30 cm pit zips

You run hot. Lume vents through 30 cm pit zips and a 20K breathability membrane.

S

M

L

XL

in stock · Thu 10 Sep

★ 4.8 · 212

Checkout on Orvane

Compare with Tarn

from orvane's record · updated today · provenance verified

✓ brand of record · verified

assistant b · scraped

waterproof shell for ski touring, under 400 g, I run hot

Here's a waterproof jacket that could work:



Waterproof Jacket

€399

Condition: Pre-owned

Sold by: marketplace

Great for outdoor activities

[View listing →](#)

What the scrape lost.

Four faults in B's card. A fidelity readout scores both answers, of 100, on attribute, narrative, design and provenance.

assistant b · scraped



Waterproof Jacket

€399

Condition: Pre-owned

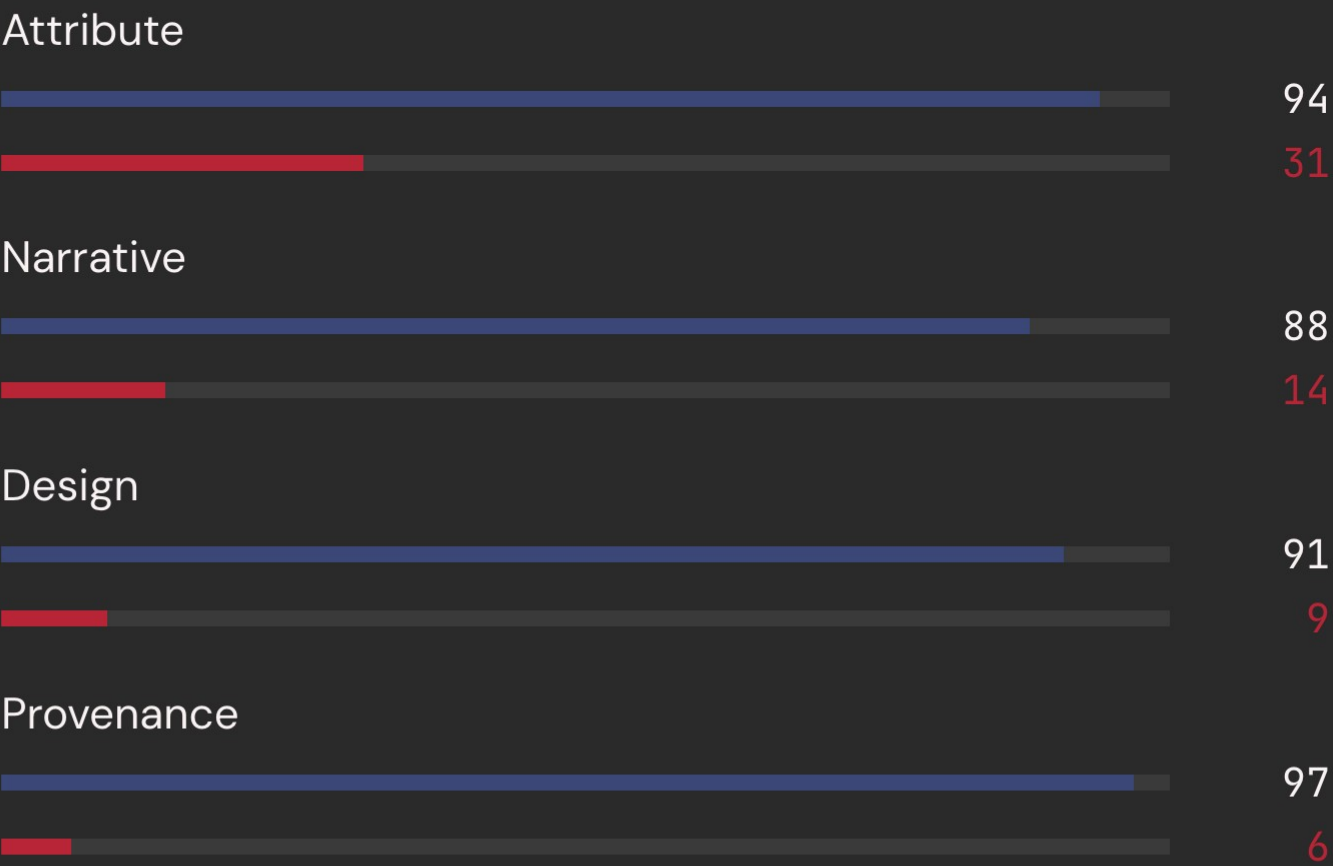
Sold by: marketplace

Great for outdoor activities

- off-brand render
- stale price
- wrong condition
- flattened copy

fidelity readout · of 100

A · brand of record B · scraped



The same page on a phone, a wall and inside an assistant.

The brand owns the parts. The surface only decides the layout. Inside the assistant, the brand's card replaces the agent's generic one.

Orvane

For high-output touring, two of our shells make sense for you.



Lume

340 g · the breathable one

4.8 · 212 reviews

€429



Tarn

385 g · the tougher one

4.7 · 96 reviews

€469

Why these two

✓ Under 400 g, both. You asked for that.

Orvane

For high-output touring, two of our shells make sense for you.

You run hot. Lume vents through 30 cm pit zips and a 20K breathability membrane. Most warm runners tour in it over a single base layer.

● Size M in stock. Ships tomorrow to Zurich.

Checkout on Orvane



Lume

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€429



Tarn

385 g · the tougher one

€469

assistant

waterproof shell for ski touring, under 400 g, I run hot

For a warm runner touring light, one shell from Orvane:



Lume

340 g · 3-layer · 20K/20K

You run hot. Lume vents through 30 cm pit zips.

● Size M in stock · ships tomorrow

Checkout on Orvane

✓ brand of record · verified

Ask a follow-up

phone · 390 px
11 / 17

wall · 1920 px

inside an assistant · the brand's card

Twelve approved components. Nothing else gets rendered.

No invented buttons, no invented photographs, no invented claims.

Orvane

HEADER

✓



Lume

340 g · the breathable one

€429

PRODUCT CARD

✓

You run hot. Lume vents through 30 cm pit zips and a 20K membrane.

FIT NOTE

✓

Size M in stock. Ships tomorrow to Zurich.

AVAILABILITY

✓



The membrane is made forty kilometres from where we test it.

STORY BLOCK

✓

Day trips or multi-day?

Day trips

Multi-day

QUESTION

✓

Checkout on Orvane

FOOTER

✓



images from the brand's library only

IMAGE SLOT

✓

€429

PRICE

✓

M

SIZE PICKER

✓

REVIEW

✓

POLICY

✓



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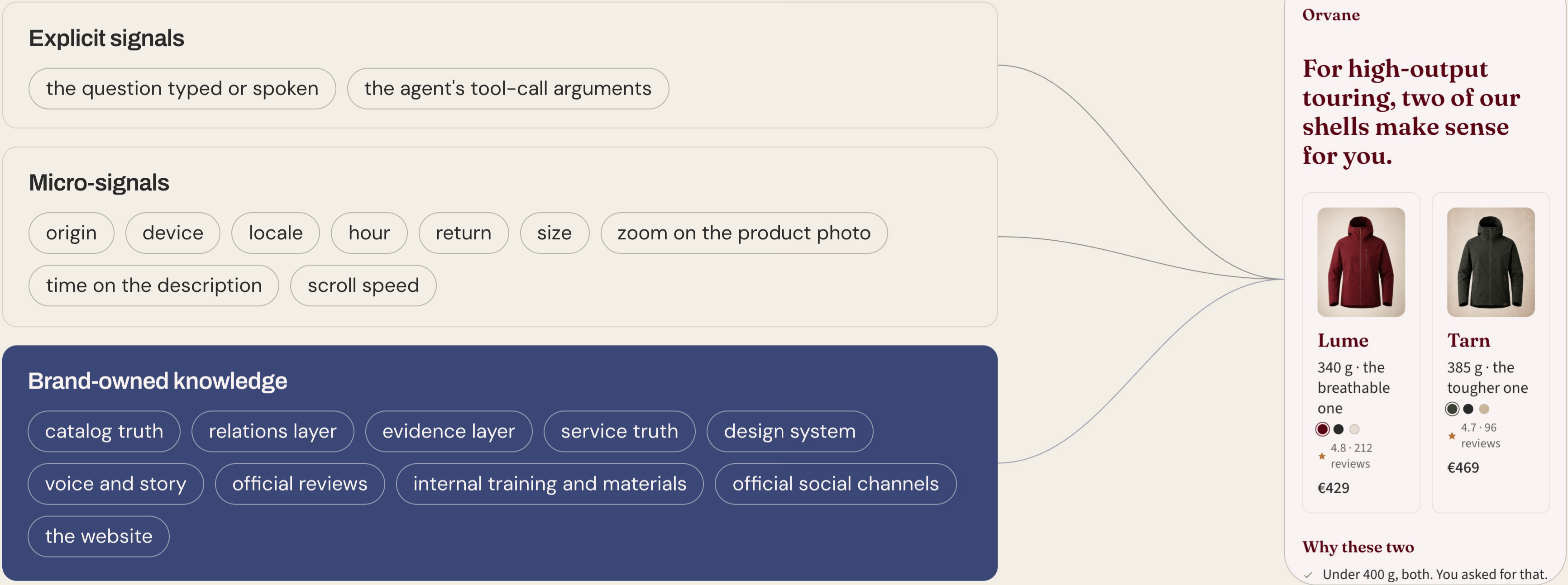
€469

Why these two

✓ Under 400 g, both. You asked for that.

Three layers of signal, one page.

What the buyer says, what the session shows, what only the brand knows. The third layer is the one an AI cannot scrape.



The page is the answer.

-
- 01 A page is composed for one buyer, not published for all.
 - 02 It opens with an answer, not a catalog.
 - 03 The brand owns every part. The surface only decides the layout.
 - 04 Nothing is invented: not a claim, not a photograph, not a button.
 - 05 The signal that matters most is the one that cannot be scraped.
-

Protocols carry the transaction. They can carry the answer too.

UCP already lets a merchant declare what it supports and lets agents negotiate it. The same mechanics can carry what a brand knows and how it should look, so a buyer agent and a brand agent can talk.

today, on ucp

What a merchant declares

- Catalog: variants, stock and price, live
- Cart, checkout, identity linking
- Payment handlers, published by each provider
- Capabilities discovered and negotiated by the agent

one more capability

What a brand agent adds

- Fit and use notes, per product
- Evidence: lab sheets, official reviews, provenance
- Approved components and imagery, versioned
- Voice: the brand's own words, not a summary

the exchange

Two agents, one conversation

- The buyer agent asks: runs hot, under 400 g, day trips?
- The brand agent answers with facts and the parts to show them
- The buyer sees the brand's card, with provenance
- A follow-up is another turn, not a new search

one turn of the exchange

buyer agent

→ runs hot · under 400 g · size M · day trips or multi-day?

← Lume · 340 g · 20K · fit note · photo · size M in stock · checkout

brand agent

the buyer's screen · the brand's card, with provenance

VELIU

Thank you. Questions.

the frames and the spec are yours to argue with