

AI model appears in top fashion magazine

31st July 2025



An AI model has appeared in a top fashion magazine for the first time. In the August edition of the best-selling "Vogue" magazine, a "perfect-looking" blonde model has been used to show off summer clothes from the lifestyle brand

Guess. Vogue says it is the first time an AI-generated "person" has featured in its pages. It said its editors did not decide to include a computer-generated model, and that the model was part of an advertising campaign. The model was created by a company called Seraphinne Vallora. It said it used AI because it saw a "gap in the market". The company added that it wanted to "harness the incredible power of AI to revolutionize marketing images".

The Guess ad has created a lot of controversy in the fashion industry. Sinead Bovell, a former model, wrote an article for Vogue five years ago about how AI might replace human models. Many people in the fashion world are now worried this could come true. Another model, Felicity Hayward, said the Guess ad was "very disheartening and quite scary". She called it a "kick in the teeth" for diversity in the industry because AI models will replace real models. The CEO of the eating disorder charity Beat is also worried. She thinks perfect AI models will make people worry that their own body is not perfect. She said: "Poor body image increases the risk of developing an eating disorder."

Sources: [bbc.com](https://www.bbc.com) / [buzzfeed.com](https://www.buzzfeed.com) / [msn.com](https://www.msn.com)

Writing

AI images should never be used to replace real fashion models. Discuss.

Chat

Talk about these words from the article.

AI / models / fashion / fashion magazine / summer clothes / lifestyle / marketing / controversy / article / scary / a kick in the teeth / eating disorder / perfect / risk

True / False

- 1) An AI model is in a leading fashion magazine for the second time. T / F
- 2) The model was modelling clothes for an autumn collection of clothes. T / F
- 3) It wasn't the magazine's editors' decision to put the AI model in its mag. T / F
- 4) The model was created because a company saw a gap in the market. T / F
- 5) Five years ago, a model predicted AI models would replace real ones. T / F
- 6) Another model said a photographer kicked her in the teeth. T / F
- 7) The boss of an eating disorder charity said AI models could help people. T / F
- 8) The boss of the charity said AI models could lead to eating disorders. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|-------------------------|-------------------|
| 1. edition | a. concerned |
| 2. campaign | b. transform |
| 3. harness | c. take over from |
| 4. gap | d. frightening |
| 5. revolutionize | e. drive |
| 6. controversy | f. issue |
| 7. replace | g. make use of |
| 8. scary | h. chance |
| 9. worried | i. space |
| 10. risk | j. disagreement |

Discussion – Student A

- a) What do you think of creating AI fashion models?
- b) What do you think the life of a model is like?
- c) In what ways might AI models be better than human models?
- d) Should models in fashion magazines be all different sizes and colors?
- e) How dangerous is AI for models, musicians and singers?
- f) What do you think of fashion magazines?
- g) What "incredible power" does AI have?
- h) What advice do you have for human fashion models?

Phrase Match

1. appeared in a top fashion magazine
 2. In the August edition of the best-
 3. used to show
 4. the model was part of
 5. it wanted to "harness the
 6. The Guess ad has created a lot of
 7. worried this could come
 8. She called it a kick
 9. eating
 10. poor body
- a. incredible power of AI
 - b. image
 - c. true
 - d. selling "Vogue" magazine
 - e. in the teeth
 - f. an advertising campaign
 - g. for the first time
 - h. disorder
 - i. off summer clothes
 - j. controversy

Discussion – Student B

- a) What do you think about what you read?
- b) What do you think of fashion models?
- c) What do you think of fashion?
- d) How sad would it be AI models replaced human models?
- e) Why is the AI model a 'kick in the teeth' for diversity?
- f) What can we do about models making people feel bad about their body?
- g) What are the bad things about AI?
- h) What questions would you like to ask a human fashion model?

Spelling

1. In the August onditei
2. the best-selling "Vogue" iaezanmg
3. a computer-nagertdee model
4. part of an advertising igacamnp
5. harness the iecielrdbn power of AI
6. revolutionize marketing msiega
7. The Guess ad has created a lot of rvncyotesro
8. in the fashion stdnruiy
9. very disheartening and quite crazy
10. a "kick in the teeth" for ysidvreti
11. AI models will eeprcal real models
12. the risk of developing an eating drisdoer

Answers – Synonym Match

1. f	2. e	3. g	4. h	5. b
6. j	7. c	8. d	9. a	10. h

Comprehension Questions

Listen to / read the news article. Answer these questions.
(Answers are on p. 27 of the 27-page PDF.)

1.	How many times has an AI model appeared in a top fashion magazine?
2.	What colour is the hair of the AI model?
3.	What does the article say the model was part of?
4.	What did the company that created the model see a gap in?
5.	What did the company want to harness?
6.	What has the ad created a lot of in the fashion industry?
7.	What did a model warn that AI models might replace?
8.	What did a model say the AI model was for diversity?
9.	What is Beat?
10.	What might a poor body image increase the risk of?

Speaking – AI

Rank these with your partner. Put the jobs AI could best replace at the top. Change partners often and share your rankings.

- Fashion models
- English teachers
- Accountants
- Customer service
- Lawyers
- Scriptwriters
- Singers
- Artists

Answers – True False

1	F	2	F	3	T	4	T	5	T	6	F	7	F	8	T
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Answers to Phrase Match and Spelling are in the text.