

Breaking News English.com

AI model appears in top fashion magazine – 31st July 2025

Level 0

An AI model is in a top fashion magazine. The "perfect-looking" model is wearing clothes from the brand Guess. The editors of the magazine said the AI model was part of an advertising campaign. The company that created the model wants to use "the incredible power of AI to revolutionize marketing images".

Five years ago, a model wrote that AI might replace human models. This might come true. People in the fashion world are now worried. Another model said it was "scary". An eating disorder charity is also worried. It thinks AI models will make people worry about their body shape. This could increase the risk of eating disorders.

Level 1

An AI model is in the top fashion magazine "Vogue". The "perfect-looking" model is wearing clothes from the brand Guess. The editors of Vogue did not put the model in the magazine. They said it was part of an advertising campaign. The company that created the model said AI filled a "gap in the market". The company said it wanted to use "the incredible power of AI to revolutionize marketing images".

Five years ago, a model wrote about how AI might replace human models. The ad is now a big talking point. People in the fashion world are worried. Another model said the Guess ad was "scary". She called it a "kick in the teeth". The CEO of an eating disorder charity is also worried. She thinks AI models will make people worry more about their body shape. She said a poor body image increases the risk of eating disorders.

Level 2

An AI model is in a top fashion magazine for the first time. In the August edition of the "Vogue" magazine, a "perfect-looking" blonde model is wearing summer clothes from the brand Guess. It is the first time an AI-generated "person" has been in Vogue. The editors did not decide to include the model. They said it was part of an advertising campaign. The model was created by a company called Seraphinne Vallora. It said AI models will fill a "gap in the market". The company added that it wanted to use "the incredible power of AI to revolutionize marketing images".

The ad is now a big talking point. Sinead Bovell, a former model, wrote five years ago about how AI might replace human models. People in the fashion world are now worried this could come true. Another model said the Guess ad was "quite scary". She called it a "kick in the teeth" for diversity in the industry. She said AI models could replace real models. The CEO of an eating disorder charity is also worried. She thinks AI models will make people worry about their own body shape. She said: "Poor body image increases the risk of developing an eating disorder."

Level 3

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."