### **AI model appears in top fashion magazine**

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."

**Homework:**

Write a full sentence answer for each question below.

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?