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**Level 2 – 31st July 2025**

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

**FREE online quizzes, mp3 listening and more for this lesson here:**

<https://breakingnewsenglish.com/2507/250731-ai-fashion-models-2.html>

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**Please try Levels 0, 1 and 3. They are (a little) harder.**

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# THE READING

From <https://breakingnewsenglish.com/2507/250731-ai-fashion-models-2.html>

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."

Sources: <https://www.bbc.com/news/articles/cgeqe084nn4o>  
<https://www.buzzfeed.com/natashajokic1/vogue-guess-ai-models-explained>  
<https://www.msn.com/en-za/news/other/vogue-has-started-using-ai-models/ar-AA1JiO1N>

# PHRASE MATCHING

From <https://breakingnewsenglish.com/2507/250731-ai-fashion-models-2.html>

## PARAGRAPH ONE:

- |                                  |                        |
|----------------------------------|------------------------|
| 1. An AI model is in a top       | a. campaign            |
| 2. for the first                 | b. edition             |
| 3. In the August                 | c. model               |
| 4. a "perfect-looking" blonde    | d. power of AI         |
| 5. The editors                   | e. fashion magazine    |
| 6. it was part of an advertising | f. a gap in the market |
| 7. AI models will fill           | g. time                |
| 8. use the incredible            | h. did not decide      |

## PARAGRAPH TWO:

- |                                     |                         |
|-------------------------------------|-------------------------|
| 1. The ad is now a big              | a. image                |
| 2. a former                         | b. replace human models |
| 3. AI might                         | c. are now worried      |
| 4. People in the fashion world      | d. disorder charity     |
| 5. She called it a "kick in the     | e. talking point        |
| 6. The CEO of an eating             | f. disorder             |
| 7. poor body                        | g. model                |
| 8. the risk of developing an eating | h. teeth" for diversity |

# LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2507/250731-ai-fashion-models-2.html>

An AI model is in (1) \_\_\_\_\_ magazine for the first time. In the August (2) \_\_\_\_\_ "Vogue" magazine, a "perfect-looking" blonde model is wearing summer clothes (3) \_\_\_\_\_ Guess. It is the first time an AI-generated "person" has been in Vogue. The editors did not (4) \_\_\_\_\_ 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 (5) \_\_\_\_\_ in the market. The company added that it wanted to use "the (6) \_\_\_\_\_ AI to revolutionize marketing images".

The ad is now a (7) \_\_\_\_\_. Sinead Bovell, a former model, wrote five years (8) \_\_\_\_\_ AI might replace human models. People in the fashion world are now worried this (9) \_\_\_\_\_. Another model said the Guess ad was "quite scary". She called it (10) \_\_\_\_\_ 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 (11) \_\_\_\_\_. She said: "Poor body image increases (12) \_\_\_\_\_ developing an eating disorder."

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2507/250731-ai-fashion-models-2.html>

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# FASHION MODELS SURVEY

From <https://breakingnewsenglish.com/2507/250731-ai-fashion-models-2.html>

Write five GOOD questions about fashion models in the table. Do this in pairs. Each student must write the questions on his / her own paper.  
When you have finished, interview other students. Write down their answers.

|      | STUDENT 1<br>_____ | STUDENT 2<br>_____ | STUDENT 3<br>_____ |
|------|--------------------|--------------------|--------------------|
| Q.1. |                    |                    |                    |
| Q.2. |                    |                    |                    |
| Q.3. |                    |                    |                    |
| Q.4. |                    |                    |                    |
| Q.5. |                    |                    |                    |

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

- a) \_\_\_\_\_
- b) \_\_\_\_\_
- c) \_\_\_\_\_
- d) \_\_\_\_\_
- e) \_\_\_\_\_
- f) \_\_\_\_\_

*AI model appears in top fashion magazine – 31st July 2025*  
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## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

- a) \_\_\_\_\_
- b) \_\_\_\_\_
- c) \_\_\_\_\_
- d) \_\_\_\_\_
- e) \_\_\_\_\_
- f) \_\_\_\_\_

## WRITING

From <https://breakingnewsenglish.com/2507/250731-ai-fashion-models-2.html>

Write about **fashion models** for 10 minutes. Read and talk about your partner's paper.

[illegible]