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## H&M Boosts Ads with Digital Model Clones

### Description

H&M, a popular fashion retailer, plans to use artificial intelligence (AI) to create digital versions of 30 models. These AI "twins" will be used in social media and marketing with the models' permission.

The company aims to explore new ways to showcase its fashion while embracing technology. However, some are concerned that this move could impact professionals in the industry.

American influencer Morgan Riddle criticized H&M's decision, expressing concern for the jobs this might replace on photoshoot sets.

Models will retain control over their digital replicas, with watermarks indicating AI use. They will also be compensated similarly to traditional image rights agreements.

Other fashion brands like Hugo Boss and Levi Strauss & Co are also delving into generative AI for marketing. Levi's, for example, is using AI to increase diversity in its images.

Despite the benefits of AI technology, there are ongoing discussions about the implications for job opportunities and fair compensation in the fashion industry.

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### Vocabulary List:

1. **artificial** /ɑːr.tɪˈfɪ.əl/ (adjective): Made or produced by human beings rather than occurring naturally.
2. **explore** /ɪkˈsplɔːr/ (verb): To investigate or study something in order to discover more about it.
3. **concerned** /kənˈsɜːnd/ (adjective): Worried or anxious about something.
4. **compensated** /ˈkɑːm.pən.seɪ.tɪd/ (verb): To give someone something typically money in recognition of loss suffering or injury.
5. **diversity** /daɪˈvɜːrsɪti/ (noun): The state of being diverse; variety.
6. **implications** /ˌɪmplɪˈkeɪʃənz/ (noun): The conclusions that can be drawn from something although they are not explicitly stated.

## Comprehension Questions

### Multiple Choice



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1. What technology is H&M planning to use to create digital versions of models?

- Option: Virtual Reality (VR)
- Option: Artificial Intelligence (AI)
- Option: Augmented Reality (AR)
- Option: 3D Printing

2. Who criticized H&M's decision to use AI for creating digital models?

- Option: Liv McMahon
- Option: Morgan Riddle
- Option: Getty Images
- Option: Hugo Boss

3. Which fashion brand is using AI to increase diversity in its images?

- Option: H&M
- Option: Levi Strauss & Co
- Option: Hugo Boss
- Option: Gucci

4. What will indicate the use of AI in the digital replicas of models?

- Option: Watermarks
- Option: Logos
- Option: Hashtags
- Option: Signatures

5. What is one of the concerns raised about using AI in the fashion industry?

- Option: Reduced environmental impact
- Option: Increased job opportunities
- Option: Fair compensation
- Option: Decreased use of technology

6. Which company plans to create digital versions of 30 models using AI?

- Option: Levi Strauss & Co
- Option: H&M
- Option: Hugo Boss
- Option: Gucci

**True-False**



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7. AI
8. Models will have no control over their digital replicas created with AI.
9. Levi Strauss & Co is not using AI for marketing purposes.
10. H&M aims to showcase its fashion without embracing technology.
11. Watermarks will not be used to indicate AI use in the digital replicas.
12. The fashion industry is not discussing the implications of AI on job opportunities and fair compensation.

### Gap-Fill

13. H&M plans to use artificial intelligence to create digital versions of \_\_\_\_\_ models.
14. Models will be compensated similarly to traditional image rights \_\_\_\_\_.
15. Levi's is using AI to increase diversity in its \_\_\_\_\_.
16. Some are concerned that using AI in the fashion industry could impact \_\_\_\_\_.
17. American influencer Morgan Riddle criticized H&M's decision, expressing concern for the jobs on \_\_\_\_\_ sets.
18. H&M aims to explore new ways to showcase its fashion while embracing \_\_\_\_\_.

### Answer

**Multiple Choice:** 1. Artificial Intelligence (AI) 2. Morgan Riddle 3. Levi Strauss & Co 4. Watermarks  
5. Fair compensation 6. H&M

**True-False:** 7. False 8. False 9. False 10. False 11. False 12. False

**Gap-Fill:** 13. 30 14. agreements 15. images 16. professionals 17. photoshoot 18. technology

### Vocabulary quizzes



**Multiple Choice ( Select the Correct answer for each question. )**

1. What term is used to describe the sudden increase in cases of a disease in a specific area?  
Option: Cure  
Option: Outbreak  
Option: Epidemic  
Option: Vaccination
2. Which field involves the study of the brain-machine interface?  
Option: Sociology  
Option: Neurotechnology  
Option: Agriculture  
Option: Meteorology
3. What term means to accept standards that are lower than desirable?  
Option: Standstill  
Option: Compromise  
Option: Achieve  
Option: Defend
4. Which term describes something innovative and pioneering?  
Option: Basic  
Option: Traditional  
Option: Groundbreaking  
Option: Obsolete
5. What process is used to convert data into a code to prevent unauthorized access?  
Option: Decryption  
Option: Finalization  
Option: Encryption  
Option: Validation
6. Which industry is involved in the research design and manufacture of aircraft and spacecraft?  
Option: Automotive  
Option: Medical  
Option: Aerospace  
Option: Construction
7. Which term refers to a condition that is very serious or extreme?  
Option: Mild  
Option: Severe  
Option: Moderate



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Option: Normal

8. What is the abbreviation for Artificial Intelligence?

Option: ML

Option: CI

Option: AI

Option: DI

9. When a threat or danger is completely removed it is said to be:

Option: Mitigated

Option: Avoided

Option: Contained

Option: Eliminated

10. What term refers to a point where two systems subjects organizations etc. meet and interact?

Option: Closure

Option: Interface

Option: Division

Option: Expansion

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. After the crime was reported the police launched an \_\_\_\_\_ to gather evidence.

12. The new software program seems \_\_\_\_\_ to use without proper training.

13. The expansion of the business opens up new \_\_\_\_\_ for growth and development.

14. The hacker used a hidden \_\_\_\_\_ to gain unauthorized access to the company's database.

15. The country celebrated its \_\_\_\_\_ day with parades and fireworks.

16. The parents were \_\_\_\_\_ about their child's sudden drop in grades.

17. The flowers on display were so perfect they looked \_\_\_\_\_ but they were actually made of silk.

18. The project faced numerous \_\_\_\_\_ that required careful planning and coordination.



19. The patient's condition deteriorated and doctors had to take immediate action to prevent \_\_\_\_\_ complications.

20. The company \_\_\_\_\_ the employees for working overtime by giving them extra benefits.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

21. The process of administering a vaccine to protect against a disease.
22. Lacking experience or understanding often resulting in poor judgment or decision-making.
23. The act of making something easier to understand or do.
24. Introducing new ideas or methods that are creative and original.
25. The monitoring of behavior activities or information for the purpose of gathering intelligence or preventing crime.
26. Incapable of producing any useful result; pointless.
27. The possible effects or consequences of an action decision or event.
28. The range of different people or things; variety.
29. A substance that drives or impels an object forward.
30. Relating to or situated in outer space especially in orbit around a celestial body.

## Answer

**Multiple Choice:** 1. Outbreak 2. Neurotechnology 3. Compromise 4. Groundbreaking 5. Encryption 6. Aerospace 7. Severe 8. AI 9. Eliminated 10. Interface

**Gap-Fill:** 11. Investigation 12. Complicated 13. Possibilities 14. Backdoor 15. Independence 16. Concerned 17. Artificial 18. Complexities 19. Severe 20. Compensated

**Matching sentence:** 1. Vaccination 2. Naive 3. Simplify 4. Innovative 5. Surveillance 6. Futile 7. Implications 8. Diversity 9. Propellant 10. Orbital

## CATEGORY



1. Sci/Tech - LEVEL3

**Date Created**

2025/03/28

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