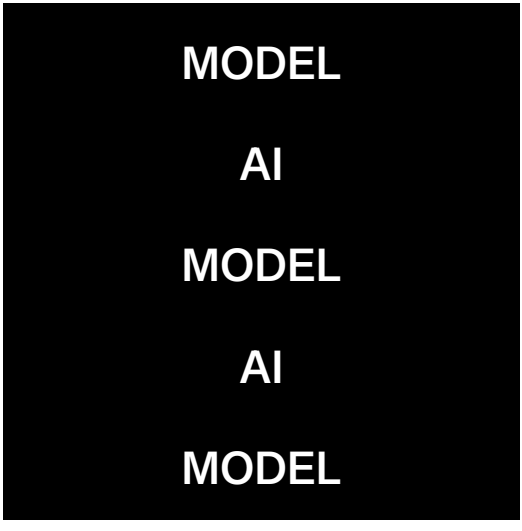
THE ART OF THE MODEL

a reflection on selling
your body image

Hi, my name is Alexandra, and I am a model;
not a language or scientific model but a fashion model. In this profession, you are supposed to bring clothes to life and make them desirable. You walk a fine line in which, on the one hand, your appearance should make you stand out very much or not at all. Per definition, I am a representation of a real-world process, which is, in the most simplified sense, my superpower: wearing clothes and make them look good.

Throughout this publication, I want to understand how ChatGPT views the world of modelling when I feed the machine with answers from seven colleagues of mine. Based on their answers, ChatGPT will generate images:
a visual story on models by (AI) models.

A model on models



In conversation with Chat GPT:
What is a model?

In the broadest sense, a „model“ refers to a representation, usually in a simplified or abstract form, of a real-world process, concept, or system. The nature and complexity of a model can vary greatly depending on its purpose and the field in which it is used. Here are a few examples across different domains:

Scientific Models
In science, models are used to represent phenomena or processes that are too complex or impractical to observe directly.

Mathematical Models
These are representations of systems using mathematical concepts and language. They are used in a variety of fields like physics, economics, and engineering to analyze and predict behavior.

Statistical Models
In statistics, models are used to analyze and interpret data. They can be used to make predictions or test hypotheses.

Machine Learning Models
In artificial intelligence and machine learning, a model refers to the structure that is trained on data to make predictions or decisions.

Economic Models
These are theoretical constructs representing economic processes by a set of variables and a set of logical and/or quantitative relationships between them.

Physical Models
In engineering and architecture, physical models are three-dimensional representations of a design or idea.

Fashion Models
In the context of fashion, a model is a person who wears and displays clothing and accessories for designers, brands, and stores.

Each type of model serves to simplify, represent, or mimic some aspect of the real world, often to facilitate understanding, analysis, or decision-making.

These are Models*

In the image on the right is a „fashion model“. This is the first image that appears when you ask ChatGPT for models and you are zooming on the fashion model. The fascinating aspect here is that it is not a person but a doll that is shown.

In the following pages, you will see the templates I used to survey my model colleagues. I utilised the responses of 7 of my colleagues to create AI images of the models based on their character, looks and lifestyle traits. Through the cataloguing, I discovered a certain pattern that I wanted to clarify through further exposure. With the help of these AI-generated pictures, I created a model that represents all seven models. With this one-created image of a model, I then „lived through“ the challenges of a model‘s profession. The result can be found on the last page.

This is a fashion model*

*according to Chat GPT

COMPLETE
THE SENTENCE

I am a Fashion model
and

and

THIS OR THAT

Going Out	Staying In
High Heels	Sneakers
High Fashion Job	Commercial Job
Facebook	Instagram
Dieting	Workout
No Sun	Tan
Modelapartment	Airbnb
Early Bird	Sleep In
On Stay	Permanent Home
Paris	New York
Ecom	Fitting Model
Fashion Week	Haute Couture
Studies	Focus on Modelling
Feminist	Environmentalist
Vegan/Vegetarian	No dietary restrictions

AS A FASHION MODEL HAVE YOU EVER EXPERIENCED:

	YES	NO	MAYBE
Getting last minute cancelled from a job	☐	☐	☐
Feeling self conscious about your height	☐	☐	☐
Sexism	☐	☐	☐
Feeling self conscious about your weight	☐	☐	☐
Getting asked out on a date by an agent/photographer	☐	☐	☐
Loneliness while travelling	☐	☐	☐
Racism	☐	☐	☐
Getting clothes as payment	☐	☐	☐
Objectifiaction of the body	☐	☐	☐
Struggles balancing personal & professional life	☐	☐	☐
a #Metoo moment	☐	☐	☐
Social Media Pressure	☐	☐	☐
Getting bodyshamed	☐	☐	☐

WHAT ARE THE BIGGEST CHALLENGES OF BEING IN THIS INDUSTRY

Constant Rejection

Social Media Pressure

Financial Instability

Industry Standards & Trends

Personal Safety & Boundaries

Balancing Personal & Professional Life

Diversity & Inclusion Standards

Objectifiaction of the body

Unrealisitic Body Expectations

Exploitation and Scams

Nepotism

THIS OR THAT

Going Out	Staying In
High Heels	Sneakers
High Fashion Job	Commercial Job
Facebook	Instagram
Dieting	Workout
No Sun	Tan
Modelapartment	Airbnb
Early Bird	Sleep In
On Stay	Permanent Home
Paris	New York
Ecom	Fitting Model
Fashion Week	Haute Couture
Studies	Focus on Modelling
Feminist	Environmentalist
Vegan/Vegetarian	No dietary restrictions

She is a model*
and

feminie

and

powerful

***of a model**

THIS OR THAT

Going Out	Staying In
High Heels	Sneakers
High Fashion Job	Commercial Job
Facebook	Instagram
Dieting	Workout
No Sun	Tan
Modelapartment	Airbnb
Early Bird	Sleep In
On Stay	Permanent Home
Paris	New York
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Studies	Focus on Modelling
Feminist	Environmentalist
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She is a model*
and

fun

and

Silly

***of a model**

THIS OR THAT

Going Out	Staying In
High Heels	Sneakers
High Fashion Job	Commercial Job
Facebook	Instagram
Dieting	Workout
No Sun	Tan
Modelapartment	Airbnb
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She is a model*
and

have feelings

and

insecurities like everyone else!

*of a model

THIS OR THAT

- = Both

Going Out	Staying In
High Heels	Sneakers
High Fashion Job	Commercial Job
Facebook	Instagram
Dieting	Workout
No Sun	Tan
Modelapartment	Airbnb
Early Bird	Sleep In
On Stay	Permanent Home
Paris	New York
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Studies	Focus on Modelling
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She is a model*
and

Marketeer, brand manager, socialmedia manager and store manager of 1 brand

and

Student

*of a model

THIS OR THAT

Going Out	Staying In
High Heels	Sneakers
High Fashion Job	Commercial Job
Facebook	Instagram
Dieting	Workout
No Sun	Tan
Modelapartment	Airbnb
Early Bird	Sleep In
On Stay	Permanent Home
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Studies	Focus on Modelling
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Vegan/Vegetarian	No dietary restrictions

She is a model*
and

Sexy

and

Strong

*of a model

THIS OR THAT

Going Out	Staying In
High Heels	Sneakers
High Fashion Job	Commercial Job
Facebook	Instagram
Dieting	Workout
No Sun	Tan
Modelapartment	Airbnb
Early Bird	Sleep In
On Stay	Permanent Home
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Fashion Week	Haute Couture
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Feminist	Environmentalist
Vegan/Vegetarian	No dietary restrictions

She is a model*
and

Writer, Director

and

Actress

*of a model

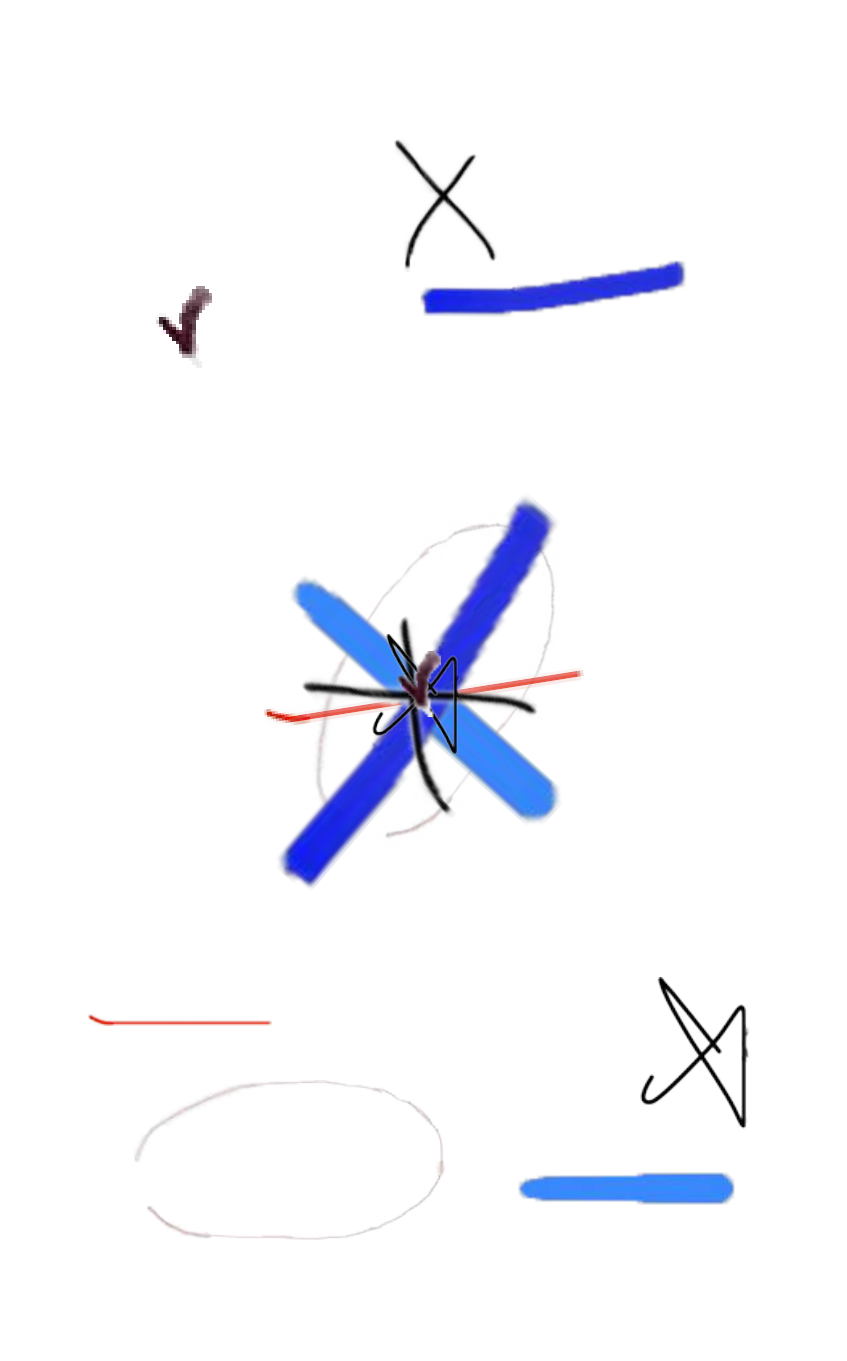
THIS OR THAT

High Heels	Sneakers
High Fashion Job	Commercial Job
Facebook	Instagram
Dieting	Work out
No Sun	Tan
Modelapartment	Airbnb
Early Bird	Sleep In
On Stay	Permanent Home
Paris	New York
Ecom	Fitting Model
Fashion Week	Haute Couture
Studies	Focus on Modelling
Feminist	Environmentalist
Vegan/Vegetarian	No dietary restrictions

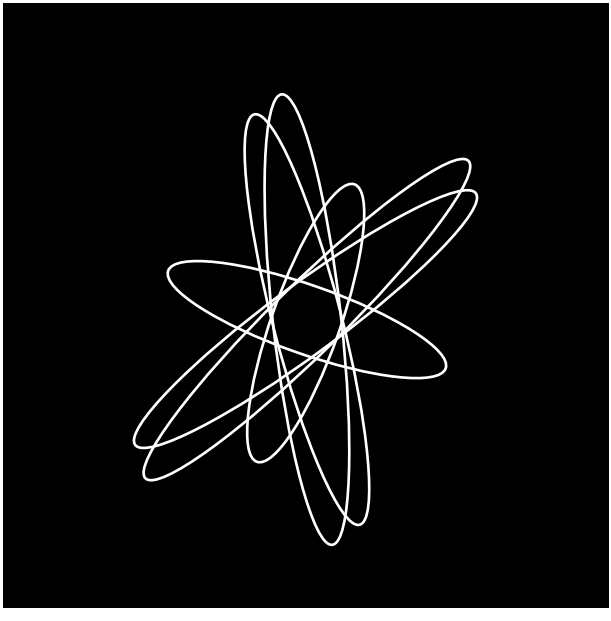
She is a model*
and

work in
the art industry

*of a model



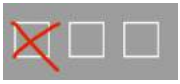
She is
a model*



*of all the responeses

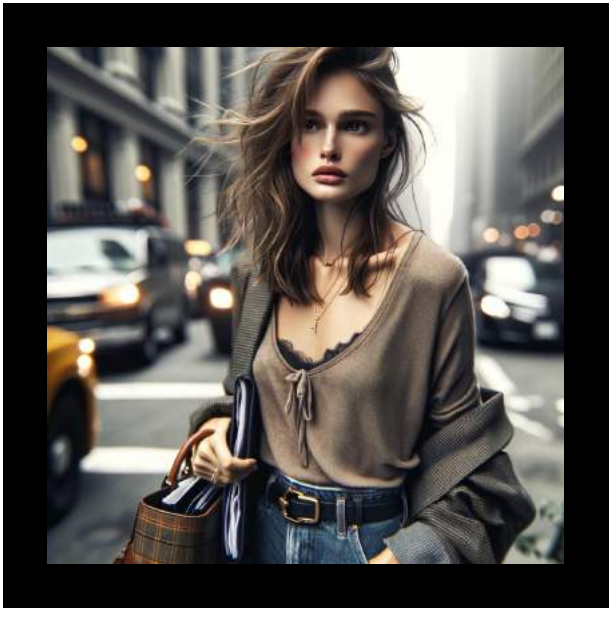
She is
the model*

*of all the other models



7 of 7

She is
the model*



*having experineced getting cancelled last minute

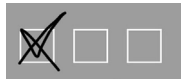
*of all the other models

She is
the model*

*feeling the pressure of social media

*having experineced getting cancelled last minute

*of all the other models



She is the model*

*having struggles balancing personal & professional life

*feeling the pressure of social media

*having experineced getting cancelled last minute

*of all the other models

Financial Instability

Financial Instability

Financial Instability

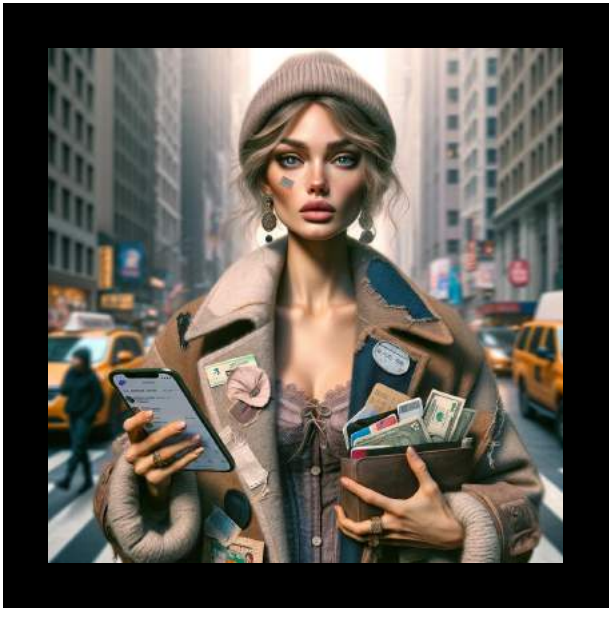
5 of 7

Financial Instability

Financial Instability

She is the model*

*thinking financial instability is one of the biggest challenges of the modelling industry



*having struggles balancing personal & professional life

*feeling the pressure of social media

*having experineced getting cancelled last minute

*of all the other models

Social Media Pressure

Social Media Pressure

5 of 7

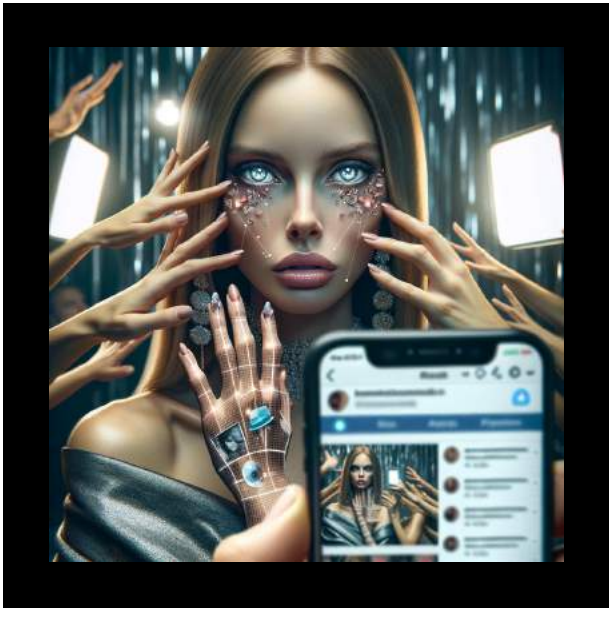
Social Media Pressure

Social Media Pressure

Social Media Pressure

She is the model*

*thinking financial instability is one of the biggest challenges of the modelling industry



*having struggles balancing personal & professional life

*feeling the pressure of social media

*having experineced getting cancelled last minute

*of all the other models

* believing that social media is one of the biggest challenges

Objectifiaction of the body

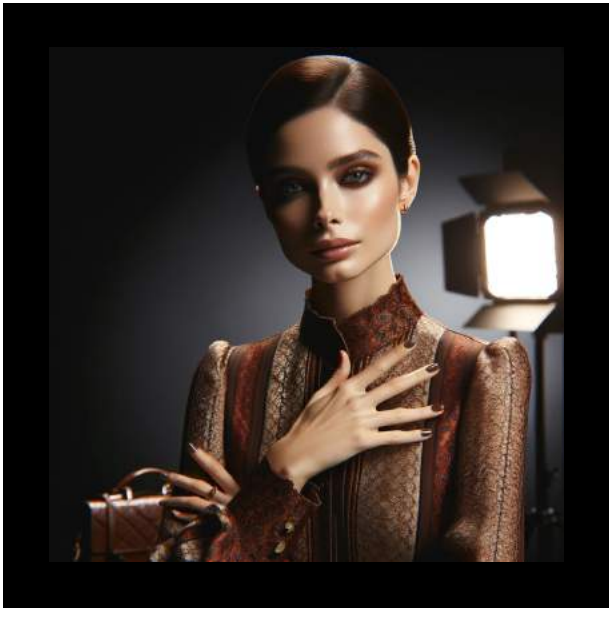
Objectifiaction of the body

3 of 7

Objectifiaction of the body

She is the model*

*thinking financial instability is one of the biggest challenges of the modelling industry



*having struggles balancing personal & professional life

*feeling the pressure of social media

*having experineced getting cancelled last minute

*of all the other models

* thinking that objectification of the body a huge problem

* believing that social media is one of the biggest challenges

Unrealisitic Body Expectations

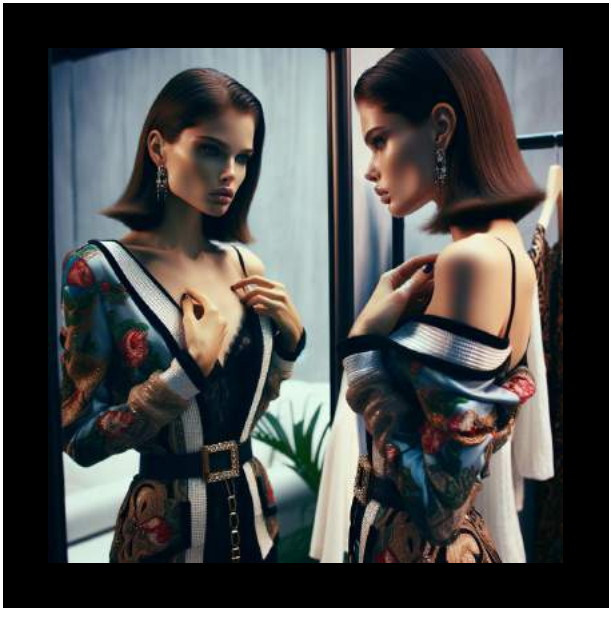
3 of 7

Unrealisitic Body Expectations

Objectifiaction of the body

She is the model*

*thinking financial instability is one of the biggest challenges of the modelling industry



* seeing unrealistic body expectations as problematic in the industry

* thinking that objectification of the body a huge problem

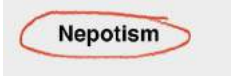
* believing that social media is one of the biggest challenges

*having struggles balancing personal & professional life

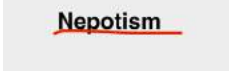
*feeling the pressure of social media

*having experineced getting cancelled last minute

*of all the other models



3 of 7



She is the model*

* having learned that nepotism is one of the biggest challenges

*thinking financial instability is one of the biggest challenges of the modelling industry

* seeing unrealistic body expectations as problematic in the industry

* thinking that objectification of the body a huge problem

* believing that social media is one of the biggest challenges

*having struggles balancing personal & professional life

*feeling the pressure of social media

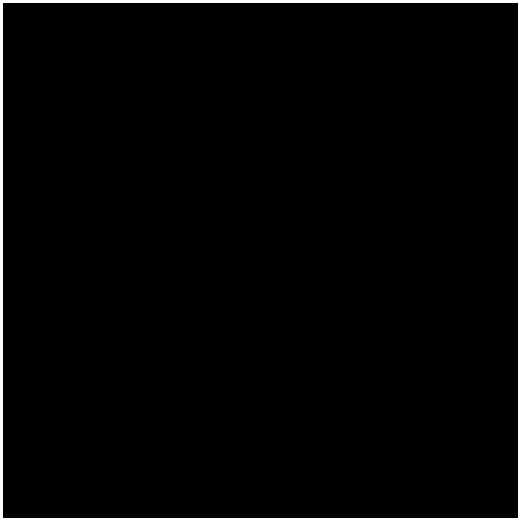
*having experineced getting cancelled last minute

*of all the other models

On the right side is the final image generated by Chat GPT. As a description of the image, the AI engine wrote:

„The composite image has been created, encapsulating the myriad challenges and characteristics of the female fashion model we've discussed: her resilience amidst social media pressure, objectification, unrealistic body expectations, personal insecurities, and her stance against industry nepotism. This visualization captures her complex identity within the glamorous yet demanding world of fashion.“

She is
the model



a reflection on selling your body image