

Is Smith a new Heisman archetype?

SPORTS, 1B

Herald Times Reporter

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The British Fashion Model Agents Association has drawn up an AI code of practice, but BFMA head John Horner said that without binding regulation in Britain or Europe, models still risk being taken advantage of by less scrupulous agents.

Fashion enters its AI era

Models, photo studios fear threat to livelihood

Helen Reid
REUTERS

LONDON – AI-generated fashion models present a tantalizing opportunity for brands: the ability to create lifelike images for their retail websites while cutting costs by 90% or more compared to photo shoots with human models.

For the modeling industry, the technology poses an existential threat because of scant regulation governing the ownership or use of digital twins. Fashion models face the risk of unpaid replication of their image – or replacement by entirely synthetic models.

To understand how AI is upending the economics of fashion modeling, Reuters interviewed 15 model-agency directors and reviewed more than a dozen confidential photo-shoot contracts in which brands including Diesel, Calvin Klein and L'Oreal detailed proposed terms for AI-created alterations and future use of the images.

The companies' contract requests included the right to swap a model's face with another using AI; the creation of a digital clone with no additional compensation to the model; and the right to

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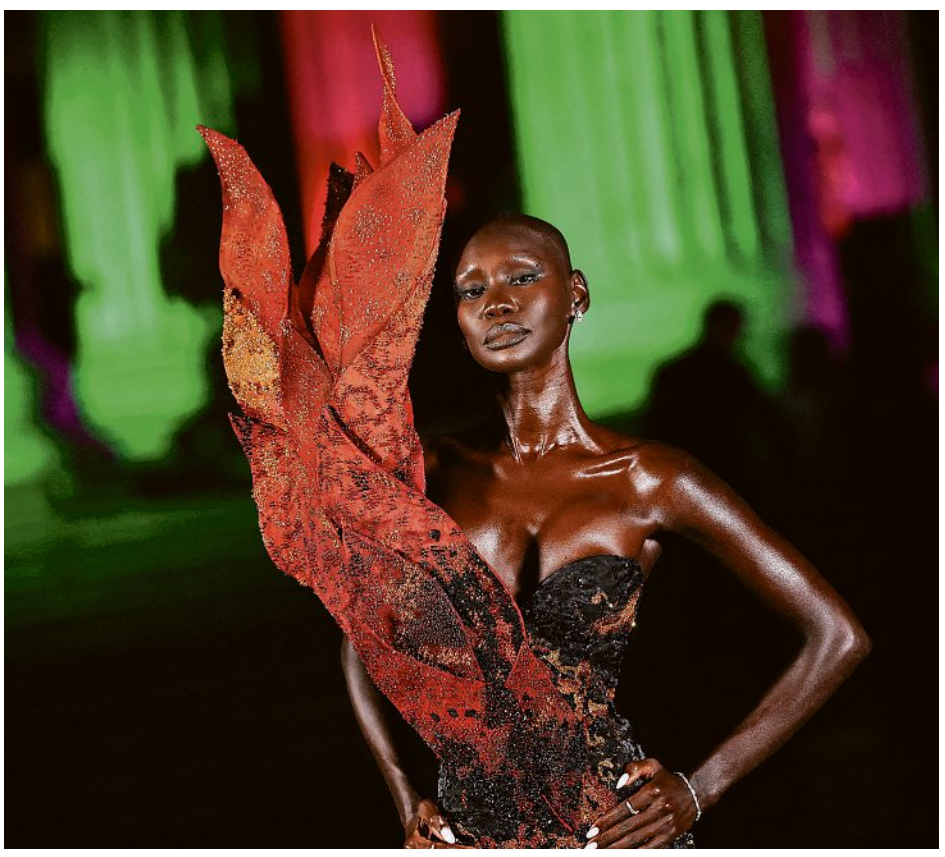

"Within a year, even the next six months, there's going to be less jobs for models, especially our bread and butter, which is ecommerce," said model Adot Gak. PHOTOS BY ISABEL INFANTES/REUTERS FILE

ENBRIDGE'S LINE 5 REROUTE

DNR saw risks; it approved it anyway

Caitlin Looby
Milwaukee Journal Sentinel
USA TODAY NETWORK – WISCONSIN

Wisconsin regulators knew Enbridge's plan to reroute its Line 5 pipeline would put state wetlands and streams at risk. They approved it anyway, largely taking the Canadian company at its word.

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Trump: Putin should stop attacks in Europe

Sarah D. Wire
USA TODAY

President Donald Trump said he urged Russian President Vladimir Putin during a recent NATO meeting to stop attacks against territories in Europe.

"I spent a lot of time talking about the fact that I would like to see President Putin pull back all Military aggression against territories throughout Europe, in the hopes that a Deal can be made between Russia and Ukraine, and made quickly," Trump said in a social media post Nov. 26.

The post came the day after a meeting at his Mar-a-Lago club in Palm Beach, Florida, with NATO chief Mark Rutte and just one week after his historic trilateral meeting in China with Putin and Chinese President Xi Jinping. At the latter meeting, Trump described Putin as his "friend."

Trump's warm reception of Putin raised eyebrows among European leaders. German Chancellor Friedrich Merz on Nov. 25 accused the Kremlin of "escalating" threats toward European security, citing actions in the Baltic region, including recent threats against Estonia as well as actions in Poland and on the Black Sea.

"Russia knows exactly what it

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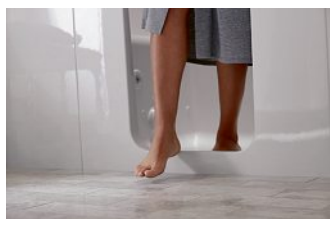

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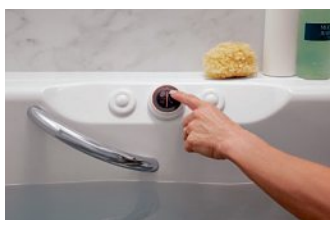

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