H&M Puts Real Model Heads On Fake Bodies

The bodies of most of the models H&M features on its website are computer-generated and "completely virtual," the company has admitted. H&M designs a body that can better display clothes made for humans than humans can, then "dresses" it by drawing on its clothes, and digitally pastes on the heads of real women in post-production. For now — in the future, even models' faces won't be considered perfect enough for online fast fashion, and we'll buy all of our clothing from cyborgs. (This news sort of explains this.) But man, isn't looking at the four identical bodies with different heads so uncanny? Duly noted that H&M made one of the fake bodies black. You can't say that the fictional, Photoshopped, mismatched-head future of catalog modeling isn't racially diverse. [Aftonbladet]

In other speculative uses of digital imaging technology: Victoria's Secret models in FatBooth. Only from the Daily Mail. [DM]

Dianna Agron from that show about teenagers who sing is on the cover of Nylon. [NYDN]