

# Imperfect by Design

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Critical Research Report

3965 Word Count

ID 248177



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# Abstract



As AI-generated perfection grows in luxury fashion marketing, brands are embracing imperfection and humanity. This report investigates how young female consumers (18-28) perceive this move toward authentic marketing in the era of “AI slop.”

While existing research confirms that consumers are skeptical of AI technology and its use in advertising, little is known about whether deliberately showing imperfection builds credibility or is seen as performative. Using a mixed-methods approach combining a survey of 62 participants and 3 semi-structured interviews from New York and London, this study examines consumer responses to the Loewe Spring/Summer 2024 campaign (featuring Maggie Smith) and the Acne Studios Fall/Winter 2023 campaign (featuring Kylie Jenner).

Findings reveal that 82% of respondents value authenticity over perfection, and that AI-generated content is associated with skepticism, indifference, and disconnection. Critically, the research identifies a distinction between authentic imperfection and performative imperfection. No respondent believed Loewe’s embrace of aging diminished its luxury positioning, while Acne Studios generated a more mixed response. This study suggests that luxury is no longer defined by flawlessness, but by visible signs of humanity. In a digitally flattened world, this study suggests that luxury is no longer defined by flawlessness but by visible signs of humanity - only when aligned with brand values.

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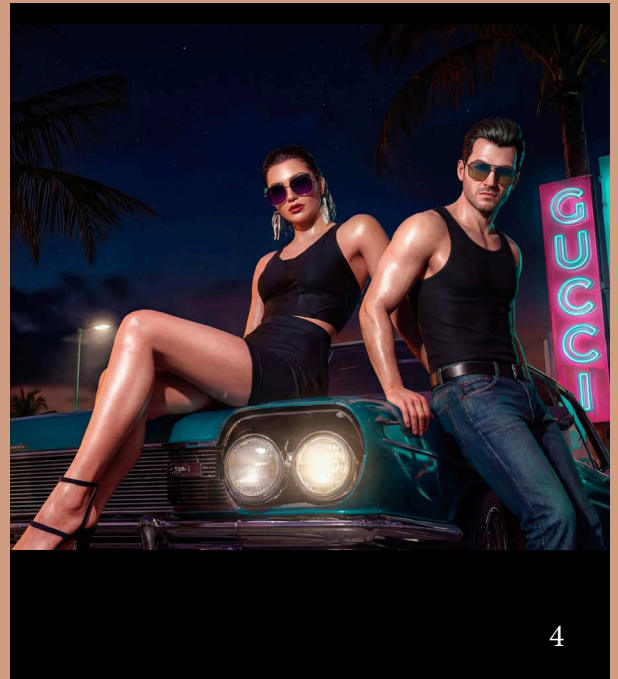
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# Authenticity in the Age of AI Slop

It is no surprise that the world of fashion marketing is undergoing drastic change. Artificial Intelligence is paving the way for how brands produce content and create fashion campaigns. AI can produce seamless content at a faster rate, causing marketing to pivot and rediscover what consumers actually want. Despite this technological advancement, widespread use of AI is causing consumer fatigue and mistrust towards advertising (NIQ, 2024). The question now facing luxury brands is whether they can balance innovation and scalability with individuality and authenticity.

Within this tension, luxury fashion plays a crucial role. An anti-AI aesthetic is emerging as AI-driven campaigns become increasingly prevalent. In their advertising campaigns, luxury brands are now highlighting flaws, leaving in impurities and intentionally showing human proof. This study examines how consumers view the conflict between human imperfections within marketing campaigns and their perceptions of perfection created by AI.



This trend is visible among contemporary fashion brands Loewe and Acne Studios. By using Maggie Smith as their main model, someone who is mature in age, the Loewe Spring/Summer 2024 campaign embraces aging rather than ignoring it. The Fall/Winter 2023 campaign centers on Kylie Jenner wearing distressed, muddy denim, embracing her impurities through side-by-side images. These brands are leading the way in integrating human imperfections into their luxury business models, and their campaigns serve as case studies for this research.

What remains unexplored is how consumers interpret and respond to this shift. While existing research examines consumers' perceptions on AI technology generally, there is limited knowledge about whether imperfections in advertising build brand credibility or are seen as performative.

This report uses frameworks including Gilmore and Pine's (2007) Authenticity Theory, Chayka's AI-Flattened Aesthetics, and Friedman's The Flattened World. This study examines how consumers respond to the anti-AI movement and how authenticity is increasingly important in luxury fashion campaigns.



# Imperfection as Strategy

This research responds to the growing use of AI-driven perfection in advertising campaigns and asks:

*How do female luxury consumers view the shift towards more authentic brand marketing in the era of “AI Slop”?*

AI slop, as defined by Nemeroff (2025), refers to low-quality content created with AI tools with little regard for accuracy.

## Research Scope

This study examines how contemporary luxury fashion brands are consciously embracing human authenticity and imperfection as both a new aesthetic and a strategic marketing decision. By analysing campaigns from 2023 to 2026, this study investigates how messy, unpolished campaign visuals function as a counter-narrative to digital perfection and what this shift reveals about changing consumer values in luxury fashion marketing.

This study focuses specifically on how young female luxury consumers evaluate anti-AI aesthetics in contemporary fashion campaigns, with particular attention to trust, emotional connection, and brand authenticity. Case studies include the Loewe Spring/Summer 2024 campaign featuring Maggie Smith and the Acne Studios Fall/Winter 2023 campaign featuring Kylie Jenner, both of which showcase deliberate imperfection and visible humanity. The scope excludes any technological evaluation of AI tools or campaigns created solely with AI. Instead, it centres on consumers’ responses and interpretations of human-led creativity in luxury marketing campaigns.

# The Rise of AI in Luxury Fashion Marketing

## Historical Context

Over the past ten years, luxury fashion brands have increasingly adopted AI technology to boost productivity, reduce costs, and streamline workflows (Johnston, 2023). As AI tools became more reliable in the early 2020s, brands began integrating them into marketing campaigns and e-commerce operations. By 2025, this technology has become nearly an industry standard.

Customers could see this shift directly. Guess used AI models in a Vogue campaign, H&M used body doubles for e-commerce efficiency, and J Crew used AI-modified images in a photo shoot. Commentators described the J.Crew campaign as “AI slop” - a term Nemeroff (2025) defines as mass-produced, algorithmically perfected content that prioritizes efficiency and polish while lacking emotional depth, intentionality, and craft. This phrase represents cultural unease, that AI-generated content, no matter how perfect, often feels emotionally hollow.

At the luxury level, brands such as Ralph Lauren, Valentino, Zegna, and Moncler experimented with generative AI to produce what they framed as the next generation of advertising. This experimentation extends beyond marketing into fashion presentation itself. When Alexis Mabille presented a Spring 2026 collection created entirely out of AI-generated images (Rufo, 2025), the brand faced widespread criticism for using AI in a space where fashion is traditionally regarded as its highest art form.

Consumer responses revealed a growing tension between technological perfection and brand authenticity. According to NielsenIQ’s 2024 study, consumers are highly sensitive to authenticity in advertising and frequently recognize AI-generated advertisements instinctively. They describe these advertisements as “boring,” “annoying,” and “confusing” compared to conventionally produced campaigns. In luxury fashion specifically, AI produces a strategic dilemma: brands can minimize costs and increase scalability, but the luxury sector is historically defined by fine craftsmanship, intentional design, and exclusivity. Nielsen’s research reveals that even high-quality AI-generated advertisements elicit weaker memory activation, lowering consumers’ emotional impact and brand recall (NielsenIQ, 2024). This period represents a turning point, highlighting the thin line between innovation and consumer discomfort and indicating early resistance to AI-perfection in luxury advertising.

# The Anti-AI Aesthetic Movement

## Contemporary Context

In the contemporary landscape, luxury and fashion industries have entered a cultural period characterized by consumers' growing opposition to "AI slop." Consumers have become skeptical towards flawless, AI-produced mass-generated content, revealing a broader cultural shift towards slowness, realism, and showing visible flaws - a shift apparent in fashion marketing and social media.

The anti-AI aesthetic movement can be understood through Gartner's Hype Cycle framework, a graph that illustrates how emerging technologies progress through stages of adoption to disillusionment. Between 2023 and 2024, consumers were at a Peak of Inflated Expectations with AI; now, the Anti-AI movement suggests we are entering the Trough of Disillusionment (Raza, 2020).



# The Anti-AI Aesthetic Movement

## Contemporary Context

According to *The Business of Fashion*, the “anti-AI aesthetic” movement is increasingly relevant on the internet within beauty and lifestyle content, where influencers showcase cluttered bathroom sinks and empty everyday-used products, showing real use and mess as signs of being human. As consumers increasingly value individuality over algorithmic sameness, personal style and intentional taste have resurfaced as cultural values.

This resistance to artificial perfection is reinforced by the renewed cultural relevance of haute couture - an art form that is defined by handcraftsmanship and human labor, one of the few areas of fashion that is not scalable. Couture embodies the expertise and specialized skill required for hand embroidery, tailoring and construction, with fewer than 2,000 artisans worldwide (Schulz, 2025).

Luxury fashion has demonstrated this shift both on and off the runway. Prada’s Fall/Winter 2026 ready-to-wear collection, designed by Miuccia Prada and Raf Simons, included clothes with dirt-stained sleeves and a worn-out appearance. Jacquemus disrupted conventional luxury norms by appointing his grandmother, Lillian Jacquemus, as the brand’s first ambassador, challenging traditional ideals by emphasizing age and personal relationship. Meanwhile, brands like Saint Laurent and Loewe have been casting older models more frequently and adopting raw, realistic styling choices that reject smoothness in favor of emotional presence and depth.

Beyond fashion, wider creativity and cultural production have embraced imperfection as a strategic aesthetic. Rosalia’s album *Lux* shows orchestral arrangements, uneven pacing, and audible breath, using slowness and imperfection as an act of rebellion in the music landscape. Ogilvy’s 2026 cultural forecast argues that “perfection is the new red flag,” noting that content with visible flaws, awkward pauses, and unplanned movements performs better in terms of memorability and trust (Ogilvy, 2026). These contemporary examples demonstrate how imperfection now serves as a deliberate aesthetic and tactical choice, signaling human authorship and resistance to AI-driven content.

# Theoretical Frameworks

This research is rooted in three academic theories related to technology, AI, and luxury fashion marketing. Friedman's Flat World Thesis (2005) provides a macro-level understanding of how technological globalization has created conditions allowing aesthetic sameness and diminished brand personality. He claims that widespread access to technology and global connectivity has aided similar brand imagery, allowing campaigns to spread quickly across industries. Despite being written in the early 2000s, the concept of a flattened environment remains increasingly relevant as brands depend on scalable, optimized content to compete across digital platforms. This reliance has weakened emotional ties and individuality, leading to the emergence of "AI slop." Friedman's framework not only explains globalization but also contextualizes why imperfection has emerged as a signal of value within fashion branding.

Gilmore and Pine's (2007) Authenticity Theory forms the foundation of this research by explaining how consumers assess value in the fashion market, now oversaturated with mass production and AI-generated content. The authors suggest that consumers actively seek signals of realness and intentionality when approached with experiences or products that feel staged and standardized. Within this study, Authenticity Theory is used to understand why imperfection functions as a specific signal of value. Gilmore and Pine's framework helps examine shifting consumer response to AI slop, positioning authenticity as something shaped by culture and technology.



# Theoretical Frameworks

Most recently, Kyle Chayka (2024) expands on the idea of a flattened world through his concept of AI-flattened aesthetics in *Filterworld: How Algorithms Flattened Culture*. Chayka argues that the speed and scalability of algorithm-driven platforms have led to widespread cultural homogenization, resulting in loss of identity and cultural specificity. He suggests that algorithms on social media dictate our taste, interests, and overall choices. Due to society being exposed to the same structural logic on the internet, this causes sameness across all industries. In this research context, Chayka's theory helps explain how AI slop operates within brand marketing and why consumers feel disconnected from overly generated content. This theory positions imperfections and human expression as essential to combat this uniformity, allowing consumers to reclaim individuality and build deeper meaning within an increasingly technological landscape.

While existing literature established that AI-generated content can trigger consumer skepticism and weaker emotional engagement (NielsenIQ, 2024), what remains unexplored is how consumers evaluate imperfection when it is a deliberate marketing tactic, and whether this imperfection is perceived as authentic or performative.



# Methodology

This research employs a mixed-methods approach, combining both quantitative survey data of 62 respondents with qualitative data from interviews with 3 participants. This approach was crucial in capturing both breadth of data and depth of insight to gauge consumers' attitudes toward imperfection and AI in luxury fashion marketing campaigns. When focusing on perception of authenticity - a phenomenon shaped by both measurable patterns and deeply personal emotional experiences - a mixed method approach is particularly well-suited (Hanson et al., 2005). Consumer responses to authenticity are deeply emotional and cannot be captured through metrics alone.

This research is grounded in a constructivist philosophical framework, which recognizes that meaning is constructed through lived experience (Charmaz, 2014). Since this study examines concepts like “authenticity,” “realness,” and “imperfection,” - terms entirely shaped by human experience and cultural context - this approach is best suited. The study also employs inductive reasoning, analyzing survey responses and interview transcripts to identify emerging themes and patterns (Braun & Clarke, 2006).

# Target Audience

This study focused on independent female consumers in Gen Z (ages 18 - 28) in both New York City and London. Of the 62 responses, 54.8% were from NYC and 45.2% from London. 77.4% are between the ages of 22-25. This demographic was selected because they are most engaged with luxury fashion brands and social media, and live within the current technology-driven climate.

## Survey Design

The survey consisted of questions about consumer behavior in the luxury fashion market, comparing emotional connection and aesthetic preferences between the Acne Studios Fall/Winter 2023 campaign (featuring Kylie Jenner) and the Loewe Spring/Summer 2024 campaign (featuring Maggie Smith). Participants evaluated each campaign on dimensions including authenticity, trust, emotional resonance, and luxury positioning, using Likert-scale questions and open-ended responses.

## Ethics

This research adhered to ethical guidelines for human subjects research. Informed consent was obtained for both survey and the interview participants (APA, 2017). The survey remained anonymous, collecting only demographic information. The three interview participants signed consent forms. (BERA, 2018). All data was stored securely and will be discarded after project completion. The interviewer was respectful and unbiased Office for Human Research Protections, 2024).

## Interview Design

Following the survey, 3 semi-structured interviews were conducted with participants within the survey sample - 2 from London and 1 from NYC. Each interview lasted approximately 25 minutes, and allowed for conversational dialogue about the anti-AI aesthetic and AI's use in fashion campaigns.

## Limitations

The sample size was smaller than intended, 62 participants instead of 100, and 3 interviews instead of 5. The study was also geographically limited to two cities (NYC and London). The findings relevant attitudes among young women in these urban environments, but cultural background and socioeconomic factors shape how consumers interpret authenticity. This study focuses exclusively on luxury fashion marketing; other luxury sectors may yield different results. Finally, AI technology evolves rapidly. Secondary research for the contemporary context concluded on February 8th, 2026, meaning developments after this date are not reflected.

# LOEWE



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Acne Studios

## *Findings One*

# Imperfection as Emotional Connection and Competitive Differentiator

**69.35%**

feel perfect imagery often feels emotionally empty

**82.26%**

value authenticity over perfection

**77.42%**

agree that imperfection makes brands feel more human.

# Strategic Imperfection

Survey and interview data reveal a major shift in how luxury consumers evaluate visual perfection. AI-generated content was most frequently associated with the descriptors *skeptical*, *indifferent*, and *disconnected* - words that describe the opposite of what luxury brands want consumers to feel. These results suggest an “uncanny valley” effect: when something appears almost human but not quite right, it triggers discomfort and distrust. AI-generated perfection will likely fall into this valley for consumers

Who knew that a brand’s weakness might be its greatest asset? In survey responses, an overwhelming majority believed imperfection shows character. So what does this tell us about this generation? The majority do not simply prefer imperfection aesthetically - in the current climate, they actively distrust perfection in brand marketing. Perfection no longer communicates prestige or effort; it signals lack of emotions and feels robotic. Imperfection has become a symbol of human involvement, proof that actual creative labour was involved.

Ally highlights this shift, *“People associate perfection a lot now with AI... seeing a raw photo, or a mistake... it feels like proof that somebody actually made this.”* This shows that Ally sees imperfection as more than just a trend; she believes it’s a cultural shift. Striving for was once the cultural norm, but now that everything can be done perfectly through AI, imperfection has become the real differentiator.

Historically, luxury brands have used flawlessness as a symbol of excellence, but in an age where AI can produce this high-level content almost instantly, brands look for new ways to stand out through emotions and human proof.

# Strategic Imperfection

Mary suggests:

*“Living in such a digital age with so much pretend connection on social media, people are really craving real connection much more.”*

This reveals a craving for genuine human connection amid overexposure to digital media. She doesn't reject technology outright; she rejects the emotional emptiness it carries.

Kyle Chayka's (2024) concept of AI-flattened aesthetics explains how this operates in modern culture. The world now lives within an algorithmic society where everyone has access to the same tools and references. In this flattened world, people want something different, and that difference is feeling something again.

Both Mary and Louise share the impact of emotional connection in marketing campaigns. Mary says, *“Now for a brand to really stand out, they need to do more than just have a good product. They have to connect.”*

Louise reinforced this: *“I think people do want to feel emotionally attached in some way to brands.”* With the overabundance of ideas and technology, people are once again searching for genuine connections and emotions.

By using imperfection in marketing campaigns, consumers can see themselves reflected in this work. It becomes more relatable and easier to connect with. In a world where technology has given everyone the same access, what now resonates is seeing something real. Because at the root of it all, people just want to feel seen.

It is essential that luxury brands continue to evolve and no longer strive for perfection. Instead, they should show the creative process and human involvement behind their campaigns. Creating something intentional and filled with emotions is what it means to be human.

## *Findings Two*

# Building Trust Through Human Proof



# Trust in Human Proof

The survey and interview data suggest that imperfection is not only a sign of human proof, but human proof builds credibility. Trust in a brand is at the center of the anti-AI aesthetic movement. 79.03% of respondents agreed they trust brands more when marketing feels real.

Louise shares, *“Transparency about what they’re using AI for would make me trust a brand more.”*

Participants are not rejecting AI use - they hope for transparency about when it’s used. Luxury brands can integrate AI tools without losing consumer trust as long as they are transparent about how AI is used and where human creativity is involved. People are not afraid of technological advancements; they have issues with concealing when they’re used.

This aligns closely with Gilmore & Pine’s (2007) Authenticity Theory, which argues that consumers evaluate brands based on signals of sincerity, originality, and consistency with core values. This framework introduces the idea of authenticity perception, ensuring consumers perceive their campaigns as authentically their own. In today’s world of AI and mass-produced content, consumers are searching for signs of realness and intentionality.

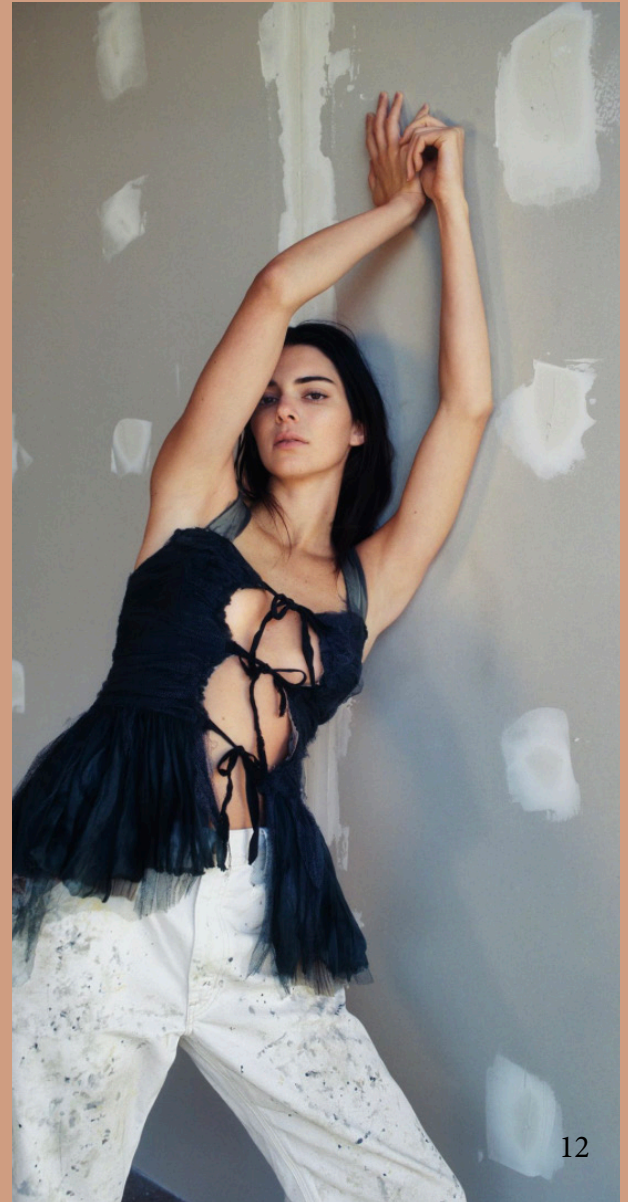
In response to the Loewe campaign featuring mature model Maggie Smith, 61.29% said this campaign made the brand feel more authentic, and 32.26% said it actually increased their trust in the brand directly. None of the respondents believe that Loewe’s use of imperfection made the brand feel less luxurious. Among the females surveyed, seeing campaigns with visible signs of humanity and aging did not ruin brand prestige - it increased trust. This is direct evidence that imperfection increases a brand’s credibility.

By embracing aging, Loewe makes consumers less afraid of getting older themselves, building trust through vulnerability. It offers hope that opportunities remain available at any age. This moment built trust by showing that no matter what phase of life you are in, you can see yourself with Loewe. Contemporary brands should not be scared of embracing authentic humanity - they should be scared of not embracing it.

# Trust in Human Proof

Throughout interviews, all three respondents emphasized that trust is not just about visual product alone, but also through perception of the behind-the-scenes process. Consumers actively question the credibility of luxury campaigns, evaluating whether the imperfections align with the brand's identity. This scrutiny is due to the daily information overload this generation experiences. In the era of technology and social media, trust has become scarce. Gen Z is among the most skeptical generations because they face the greatest threats from AI: job insecurity, economic uncertainty, and a lack of creativity. They are the ones most affected, not the executives who are older and shielded from these pressures.

Brands should worry less about being the first to incorporate AI into their forward-facing business models and focus instead on building a concrete infrastructure from within - rooted in genuine intention and values that matter. Gen Z wants intentionality that signals brands see them.



*Findings Three*

# Authenticity vs. Performative Mess



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# Authentic vs. Performative

Finding the line between authenticity and performative mess is one of the biggest challenges luxury brands face. How can a brand be true to itself, show who it is at its core, and still come off as genuine to the consumers? Imperfections were largely welcomed by participants. However, respondents highlighted a critical point: the difference between imperfection that is genuinely embedded in a brand's identity and imperfection that feels manufactured and trend-driven. Young female luxury consumers are actively asking whether this feels authentic and whether it aligns with the brand's identity.

Mary suggests, *"It needs to really align with what the brand is... it shouldn't feel trend-driven."*

Louise adds, *"It can feel very performative if brands try to manufacture a mess."*

Kyle Chayka's (2024) framework explains this well. AI can produce content that is messy in itself. Messiness can now be generated with technology, and artificial imperfection is now possible.

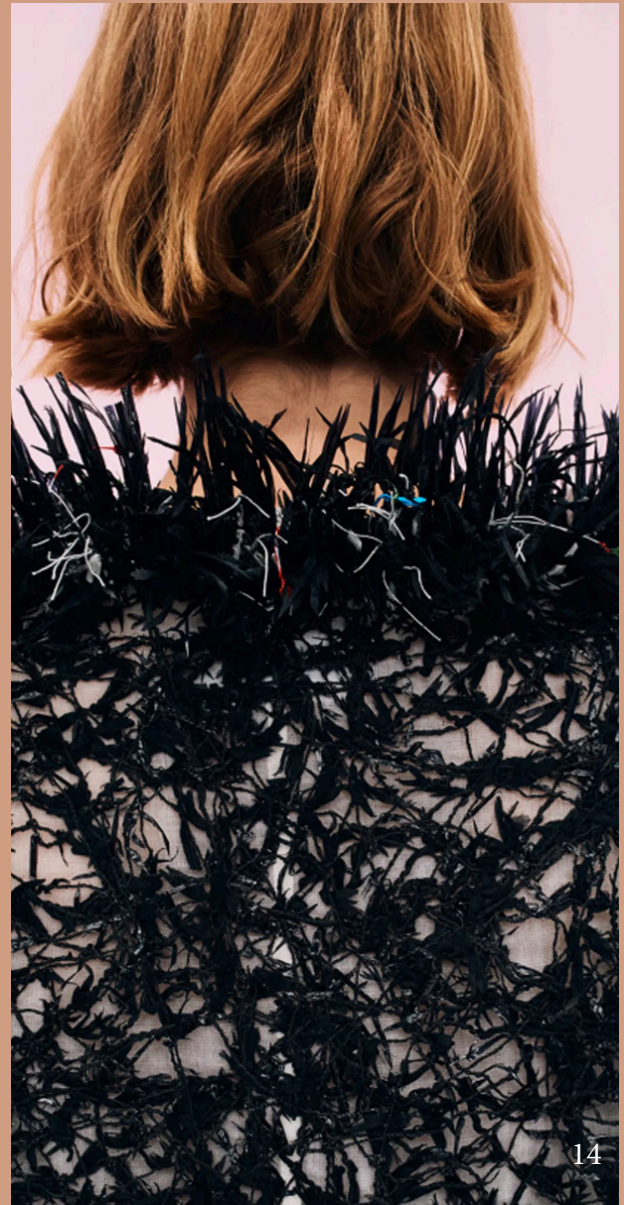
Thomas Friedman's (2005) concept of the flattened world highlights why this matters now. What was once hard to come by is now available on a universal scale. Technological capability within a brand is no longer a differentiator. There is a risk that artificial imperfection could become popular among the masses due to AI, making aligning imperfection with a brand's established identity essential.

Respondents overwhelmingly preferred the Loewe campaign to the Acne Studios, describing the Maggie Smith campaign as playful, whimsical, warm, human, and authentic. Comparing these brands highlighted what respondents truly valued: producing campaigns that make sense for the brand. Loewe is known for its quirky, unconventional advertisements, so it makes sense that they would be among the first luxury brands to cast an older model. It is important for brands to challenge beauty standards, showing they value all stages of life, making a more meaningful connection with consumers. By representing more types of people, consumers can relate more. It also showed Loewe prioritizes brand values over trends; taking a risk within an industry obsessed with youth and flawless figures.

# Authentic vs. Performative

When asked why she preferred Loewe over Acne Studios, Mary says, *“It felt more authentic to me... more true to their brand.”* By celebrating a model who is visibly aging and embracing the vulnerable side of being human, Loewe deepened respondents’ emotional connection.

In contrast, Acne Studios’ use of Kylie Jenner did not resonate as strongly. Mary notes, *“Because it was Kylie, it was kind of hard to relate.”* Acne Studios chose someone with high visibility but whose positioning felt misaligned, ultimately leaving the audience underwhelmed. This demonstrates that imperfection alone does not connect with audiences - there must be emotional connection to create trust and resonance with consumers. Producing content relevant to who a brand is and what makes sense within their identity is at the root of what connects with this female luxury audience. In our digitally flattened world, where even messiness can be replicated, alignment between a brand’s identity and its campaigns has become crucial for consumer trust.



# The End

This critical research report was designed to answer the question: How do female luxury consumers perceive imperfection in luxury fashion marketing campaigns in response to AI slop, and what role does this play in shaping trust and brand authenticity? Among the Generation Z female consumers surveyed and interviewed from New York City and London, perfection in campaign visuals is often associated with AI and emotional emptiness. Imperfection in a campaign is closely related to a brand genuinely caring about their customers. Seeing the real behind-the-scenes process, consumers can trust a brand more. However, it is crucial to find the line between authentic imperfection and manufacturing a mess just to try to connect with an audience. At the root of connecting most with an audience, luxury fashion brands need to produce campaigns that are relevant to their brand identity and core values, because Gen Z sees through inauthenticity.

The findings both confirm and further extend existing literature. The findings go beyond NielsenIQ's (2024) research to show that AI-generated content does trigger consumers' skepticism, but imperfection is a tool brands can use to help build credibility.

Gilmore and Pine's (2007) Authenticity Theory argues that consumers favor brands perceived as sincere, which aligns with the importance of transparency identified in this report. To combat the flattened world, Chayka (2024) discovered that imperfection can act as a form of rebellion.

At the foundation of these results is the fact that your brand's inconsistencies can become its greatest assets. Brands tend to be scared to show the messy parts of themselves, smoothing over their imperfections in hopes of being perfect. But modern consumers aren't looking for flawlessness; they are looking to see themselves reflected in brands. Be bold enough to show all parts that make you who you are. While AI is not going away, there is so much that AI cannot replicate. To prevent this technology from taking over our jobs and our creativity, we must lean into our humanness. Brands need to focus on doing the work from within, building a brand with genuine intention, because that's what consumers notice the most. The next big thing is empathy. The brands that endure will not be the first to adopt AI, but the most intentional when using it.

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# Appendix: Research Materials & Documentation

All research including interview transcripts, consent forms, and survey data are all accessible via the links below.

Full Document Folder:

<https://drive.google.com/drive/folders/1pt0jTEEEb8q6guY8VqUu66ZQENRtfXek?usp=sharing>

Research Contents & Access Links:

[https://docs.google.com/document/d/1Ds7p2AQVj9TU3WhH3z45EMWFreJ3Vorm14m60t\\_ZPYg/edit?usp=share\\_link](https://docs.google.com/document/d/1Ds7p2AQVj9TU3WhH3z45EMWFreJ3Vorm14m60t_ZPYg/edit?usp=share_link)

Survey:

[https://docs.google.com/forms/d/e/1FAIpQLSeMxDsH0cv8\\_ISqiSQvfQtq0VV0TZXelxRJ74wPWC-A48PAqw/viewform?usp=sharing&oid=107679552497797287840](https://docs.google.com/forms/d/e/1FAIpQLSeMxDsH0cv8_ISqiSQvfQtq0VV0TZXelxRJ74wPWC-A48PAqw/viewform?usp=sharing&oid=107679552497797287840)

Interview 1 & Consent Form

[https://docs.google.com/document/d/1LLlRysxvF8rLpnFFuBaHPiCDmR\\_WuM0CUSiPViT3t8c/edit?usp=sharing](https://docs.google.com/document/d/1LLlRysxvF8rLpnFFuBaHPiCDmR_WuM0CUSiPViT3t8c/edit?usp=sharing)

Interview 2 & Consent Form

<https://docs.google.com/document/d/1GzYWuBeeqLcHklw5b-Ktvr0MW-z79JhdObVzfHwspM/edit?usp=sharing>

Interview 3 & Consent Form

[https://docs.google.com/document/d/1SyhEuQ\\_Uzo7\\_TEnUPQMeA0eEfIL4\\_d3nPRROggBi0xA/edit?usp=sharing](https://docs.google.com/document/d/1SyhEuQ_Uzo7_TEnUPQMeA0eEfIL4_d3nPRROggBi0xA/edit?usp=sharing)

# Appendix: Research Materials & Documentation

**VOGUE COLLEGE OF FASHION**

Imperfect by Design

This research responds to the growing use of AI Imperfection in advertising campaigns and asks: How do female luxury consumers view the shift towards more authentic brand marketing in the era of "AI stop"? This study includes case studies from Loewe Spring/Summer 2024 campaign featuring Maggie Smith Fall/Winter 2023 campaign featuring Kylie Jenner.

**RESPONDENTS TO TICK THE APPROPRIATE BOXES:**

**1. Taking part in the study**

<i>I have read and understood the study information, or it has been read to me. I have been able to ask questions about the study and my questions have been answered to my satisfaction.</i>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
<i>I consent voluntarily to be a participant in this study and understand that I can refuse to answer any question, and can withdraw from the study at any time without giving a reason.</i>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

**2. Use of the information of the study**

<i>I understand that information I provide will be used for the purpose of a BA / MA research project.</i>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
<i>I understand that any potentially identifying personal information collected (e.g. name, where you live, etc.) will not be shared.</i>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
<i>I agree that my information can be quoted in research outputs.</i>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

**3. Signatures**

ALLY WILCHUSKY Name of participant	<u>AW</u> Signature	2/1/26 Date
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Morgan Perry Name of researcher	<u>Morgan Perry</u> Signature	2/1/16 Date
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<i>I understand that any potentially identifying personal information collected (e.g. name, where you live, etc.) will not be shared.</i>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
<i>I agree that my information can be quoted in research outputs.</i>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

**3. Signatures**

<u>Mary Carlisle Jones</u> Name of participant	<u>MC Jones</u> Signature	<u>January 18, 2026</u> Date
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<u>Morgan Perry</u> Name of researcher	<u>Morgan Perry</u> Signature	<u>1/18/26</u> Date
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# Appendix: Research Materials & Documentation

**VOGUE COLLEGE OF FASHION**

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Imperfect by Design

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<i>I understand that any potentially identifying personal information collected (e.g. name, where you live, etc.) will not be shared.</i>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
<i>I agree that my information can be quoted in research outputs.</i>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

**3. Signatures**

<u>Louise Marlowe</u> Name of Participant	<u>Louise Marlowe</u> Signature	<u>2/1/26</u> Date
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<u>Morgan Perry</u> Name of researcher	<u>Morgan Perry</u> Signature	<u>2/1/26</u> Date
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