

PRESS RELEASE  
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# **Absolut Vodka collaborates with Copy Lab to reform the portrayal of fashion in AI**

Together, they're embarking on a mission to challenge entrenched biases corrupting fashion representation in AI and reshape outdated stereotypes.



**London, 2nd May 2024** - Premium spirits brand, Absolut, and leading full-service studio, Copy Lab, have pushed an AI algorithm across multiple models to craft a series of bold fashion images that juxtapose the outdated and damaging stereotypes perpetuated by society.

The images created with Copy Lab will feature in the second edition of the world's first printed AI fashion magazine, **Copy Magazine**; and one of world's largest royalty free stock image websites, **Unsplash**. By ensuring this broad accessibility, the campaign has the potential to engage a global audience, thereby increasing and expanding the AI algorithms' learning of diversity within fashion, fostering a more inclusive future.

Despite progress in the fashion industry, deep-seated human biases have permeated AI, resulting in its content reflecting outdated and narrow views of beauty and identity.

Carl-Axel Wahlström, Founder of Copy Lab and expert in AI commented on the partnership; "Research shows that 90% of AI-generated content is in danger of under representation. Alongside Absolut and Unsplash, we are committed to reshaping the narrative surrounding AI bias in fashion. By leveraging technology responsibly, we can redefine beauty standards and promote an inclusive representation of diversity within the fashion landscape."

"For over forty years, Absolut has advocated for inclusivity, fluidity, and diverse representation," said Debasree Dasgupta, Global VP Marketing at Absolut. "Our brand ethos is rooted in the concept of mixing—mixing ideas, identities, people, perspectives, and drinks. Given this foundation, we feel a deep responsibility to confront bias in AI head-on. By challenging these biases, we aim to contribute to the creation of a more equitable and inclusive technology that positively impacts individuals and communities on a global scale. We hope that our partnership with Copy Lab will act as a catalyst and encourage people and brands to join the mission, as this is not something we can solve alone."

When AI systems are trained on this sort of biased data, they not only perpetuate but also amplify existing inequalities. This not only threatens the representation of different cultures but also multiplies real-world disparities.

To combat this, Absolut and Copy Lab processed 10,000 image prompts which highlight a diverse representation of fashion, culture, and identity. By exposing the AI to this dataset, they have been able to generate a collection of striking images which work to undo the harmful stereotypes ingrained in AI the model.

By launching this initiative, Absolut and Copy Lab hope to encourage others to highlight a more inclusive and diverse portrayal of fashion in AI. If the amount of representative content being processed increases, the generative AI algorithms will evolve to better understand the true diversity of modern-day fashion, enabling future users of AI to be able to generate content without as much bias.

To view the AI generated fashion images, visit [www.absolutintelligence.com](http://www.absolutintelligence.com).

## About The Absolut Group

The Absolut Group holds global responsibility for the production, packaging development, innovation and strategic marketing of an extensive range of premium spirits brands. They include the iconic Absolut Vodka, Beefeater, the world's most awarded gin, Malibu, the leading flavoured rum and Kahlua, the number one coffee liqueur, along with a selection of agave spirits, including Altos tequila and craft gins such as Monkey 47. Our long-term commitment to sustainability and responsible drinking extends to consumers, society, the environment and our teams. Headquartered in Stockholm, Sweden, The Absolut Group is part of Pernod Ricard, a worldwide leader in the spirits and wine industry.

## About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur and Mumm and Perrier-Jouët champagnes. Our mission is to ensure the long-term growth of our brands with full respect for people and the environment while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard's consolidated sales amounted to € 12,137 million in fiscal year FY23. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

## Contact



**Bettina Hepburn**  
[theabsolutgroup@mcsaatchi.com](mailto:theabsolutgroup@mcsaatchi.com)



**Maia Quinn**  
Senior Account Director, M&C Saatchi.  
[Maia.Quinn@mcsaatchi.com](mailto:Maia.Quinn@mcsaatchi.com)

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