

Brown and Shi in Vogue Business: ‘Europe is Clamping Down on AI. Here’s What it Means for Fashion’

March 18, 2024 Hong Shi, James Brown

PRACTICES AI and Deep Learning, Intellectual Property

Haynes Boone Partner [James Brown](#) and Counsel [Hong Shi](#) were quoted in an article in *Vogue Business* discussing the how European AI law will affect the fashion industry.

Read an excerpt below:

The AI Act could “potentially raise awareness and instill confidence in the responsible use of AI technology across a broad spectrum of participants within the fashion industry; from designers to manufacturers, retailers, e-commerce platforms, fashion influencers, celebrities, and consumers”, says Hong Shi, counsel at law firm Haynes Boone Hong Kong and co-chair of the firm’s AI practice. “As AI becomes increasingly integrated into various aspects of their operations, the Act is likely to stimulate discussions about ethical AI usage across the various players.” ...

High-risk AI systems include technology used in employment and the general management of workers. “Hiring decisions that involve the use of AI tech will be subject to strict obligations,” says James Brown, partner at Haynes Boone UK. This will also include CV-sorting systems and other software used for similar purposes, which Brown says will need to be risk assessed with “mitigation systems in place with high levels of robustness, security, and accuracy”. ...

There are several implications for fashion, experts say. Brands and retailers that use AI to provide personalised recommendations or styling advice will need to review how that is disclosed to the customer. Clear labels will also need to be applied to any AI-generated content. “It is likely we will see websites, emails, advertisements and other material created containing a disclaimer specifying that the content observed, or platform being utilised, has been developed with AI becoming the norm,” says Brown.

To read the full article in *Vogue Business*, [click here](#).