

APPAREL AND ACCESSORIES

Virtual influencer signed on as model

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Daisy Paige signs to a major international agency. Image credit: Spark CGI

By STAFF REPORTS

As virtual influencers become more commonplace, international model agency Lipps LA is said to be the first to sign a complete computer-generated model.

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Tech startup Spark CGI has designed a freckle-faced 19-year-old model created by pixel and polygon, named Daisy Paige. She joins Lipps LA, where she will be contracted out to be a model and influencer next to various celebrities and spokespeople around the world.

Virtual influence

The agency is focusing on a future of digital and influencers, which it believes the industry is turning towards. While Ms. Paige is the first to sign on, Lipps LA plans to onboard more virtual models in the future.

"We are super excited to partner with Spark CGI and be one of the first to merge tech and fashion in the digital space, representing digital CGI models," said Scott Lipps, president and founder of Lipps LA, in a statement. "We are just scratching the surface with this technology and we're psyched for what's to come."

The tech company states that Ms. Paige is different from many other virtually designed models, as she is 100 percent computer generated. This includes her body and clothes, which oftentimes are images of real human bodies with a digitally created head.

[View this post on Instagram](#)

Coming soon... @scottlipps @lippsla

A post shared by Daisy (@daisypaigey) on Jun 19, 2019 at 7:18pm PDT

Instagram post from Daisy Paige

Spark CGi has a variety of other designed characters including human models, virtual influencers and cartoons.

"We've been overwhelmed by the interest we're getting from a variety of big brands and market leaders aiming to breathe new life into their existing mascots and characters and make them relevant to this new and exciting market," said Charlie Buffin, cofounder of Spark CGi, in a statement. "Many are also looking to jump into the space and launch new characters but are discovering that GenZ is notoriously difficult to reach, but our combination of influencer marketing experience coupled with our in-house design team is creating a massive gateway into this valuable market sector."

While it might seem more like an episode straight out of the critically acclaimed sci-fi anthology series "Black Mirror," virtual influencers are no longer limited to the confines of a scriptwriter's imagination, but an integral part of today's reality. Other immaculately 3D-designed virtual personalities such as Miquela Sousa and Shudu Gram live out their lives on social media decked out in the latest ready-to-wear collections, "attend" fashion shows and even champion social causes.

This development has left consumers equal parts uneasy and intrigued. But brands have been surprisingly receptive to this notion. In fact, several luxury labels have already initiated collaborations with these virtual celebrities. And given their huge Instagram followings, perhaps it is not hard to see why ([see story](#)).