



WELCOME
TO MODELIA

@MODELIA.AI

2025

modelia

*THIS IS THE YEAR
MODELIA REDEFINED
WHAT IS POSSIBLE.*



15/12/2025
CEO
LETTER



15/12/2025
MODELIA
STORY



01/01/2025
JANUARY

01/02/2025
FEBRUARY



01/03/2025
MARCH



01/04/2025
ABRIL



01/05/2025
MAY



01/06/2025
JUNE



01/07/2025
JULY

01/08/2025
AUGUST



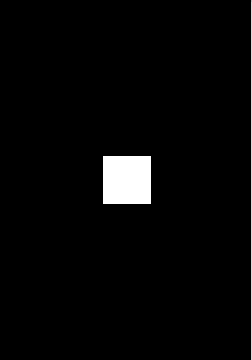
01/09/2025
SEPTEMBER



01/10/2025
OCTOBER



01/11/2025
NOVEMBER



01/12/2025
DECEMBER



15/12/2025
TOP
IMAGES
CREATED

15/12/2025
MOST USED
TOOLS OF
THE YEAR



15/12/2025
PROMPT
GUIDE



15/12/2025
VISUAL
TRENDS
2026



**THIS IS
JUST THE
BEGINNING.**

This year, our active user base has multiplied every single month, showing how fast the future of fashion imagery is being adopted.

Since May, we've welcomed major global brands — from fashion marketplaces to premium retail groups — choosing Modelia as their partner for next-generation visuals.

We also delivered some of our biggest product milestones to date, including our Outfit Generator and Pose Changer, pushing creative automation to a new level.

The industry took notice: we were recognized as the most innovative startup in fashion by ISEM, one of Europe's leading fashion institutions.

Today, Modelia has earned a seat at the table in global fashion tech.

We've become the partner brands trust, the platform they test first, and the one they recommend to others.

WELCOME TO MODELIA.



**2025 WAS THE YEAR
MODELIA START
BEING “A TOOL FOR
FASHION”.**



THE STORY OF MODELIA 2025

This was the year we became a fashion company powered by AI, not a tech company trying to serve fashion, but a fashion-first house built with world-class technology. That shift has shaped every decision we've made: our new team members from the fashion world, our new brand direction, and the way we design, think, and communicate. Today, Modelia breathes fashion.

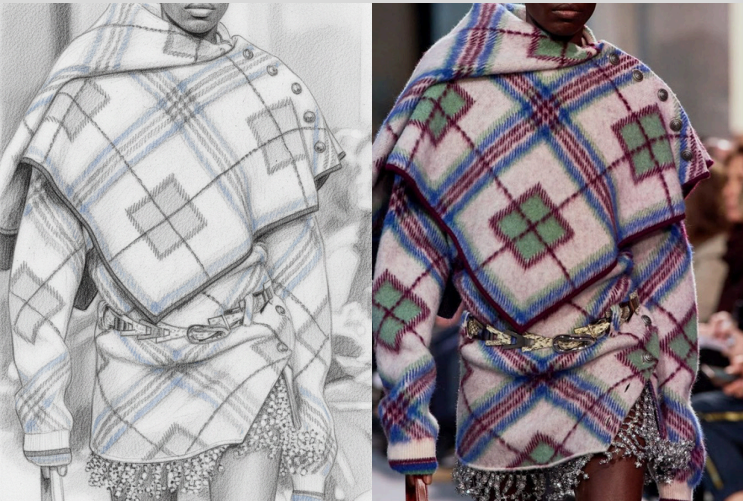
It was also a year of learning from our clients at scale. With millions of images generated, we now understand garments, textures, poses, body types, and styling patterns with a level of depth that only real, high-volume usage can teach. Every pixel created by our users made the product smarter.

IN TODAY’S LANDSCAPE

IN TODAY’S LANDSCAPE



CHANGE COLOR



SKETCH TO IMAGE

We started 2025 with the launch of a suite of new creative tools, including Change Color, Sketch to Image and Prompt Generator, gradually expanding the creative power of the Studio.

JANUARY

FEBRUARY

We released the first version of the "Animate My Garment" video generator, adding movement to garments and enriching the Studio.



MARCH

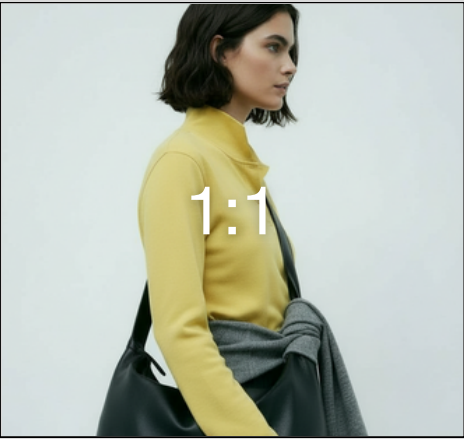
WON ATELIER BY ISEM

We won the ATELIER by ISEM award to the most innovative startup.



APRIL

OUTPAINT TOOL



Outpaint tool was launched. A new feature that allows you to extend images beyond their original borders and unlock more creative compositions

The complete redesign of the Studio significantly improves the user experience and lays the foundation for the new visual identity.

NEW STUDIO ON MODELIA



MAY



This evolution marks the first step toward a stronger, more cohesive brand presence across all Modelia products.

WITH NEW MORE POTENCIAL VISUALS

JUNE

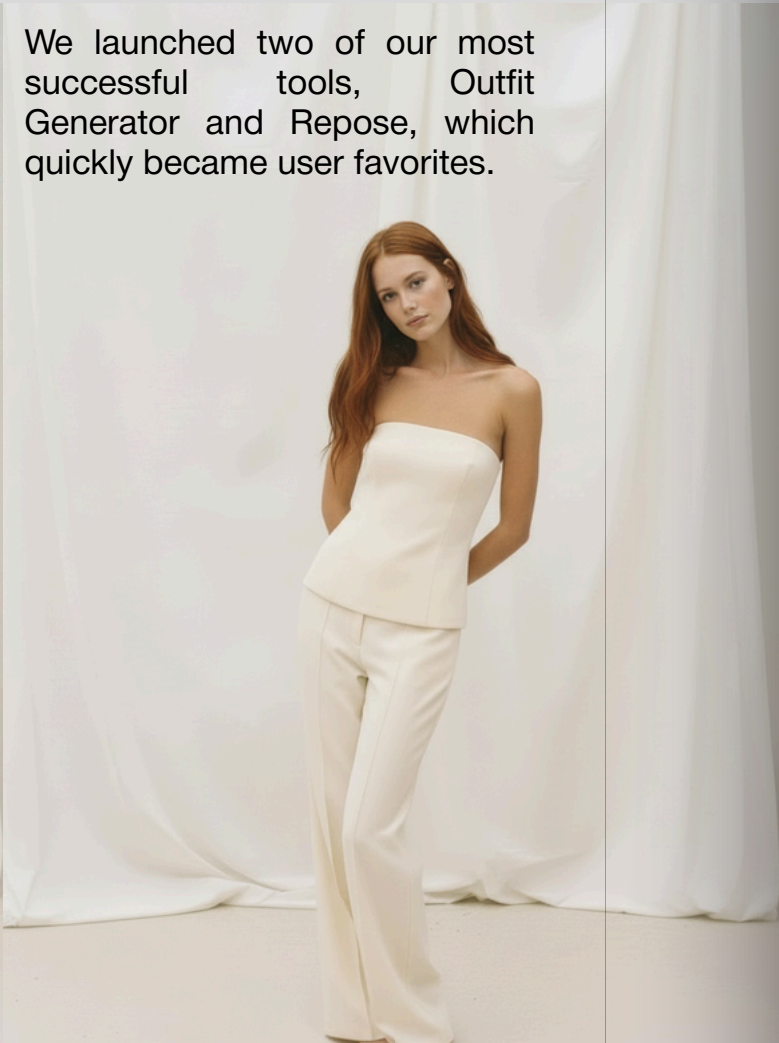
We had the opportunity to participate as finalists in the South Summit 2025 in Madrid in the Digital & Tech Solutions category.



REPOSE



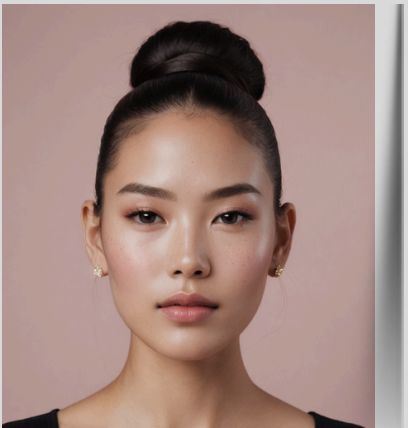
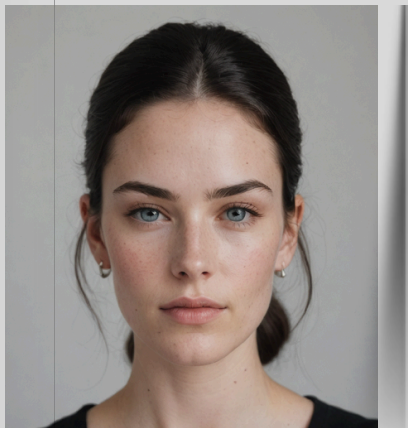
OUTFIT GENERATOR



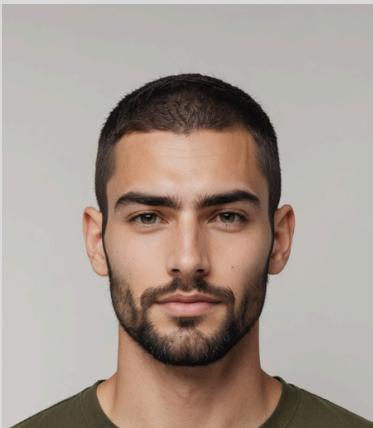
We launched two of our most successful tools, Outfit Generator and Repose, which quickly became user favorites.

JULY

CHARACTER



CONSISTENCY



We introduced Character Consistency, allowing brands and creators to reuse the same faces across different images and styles.

AUGUST

SEPTEMBER

MODELIA IN *shopify*



Modelia's app is officially launched on Shopify, opening a new distribution channel and allowing users to edit images directly from within the Shopify ecosystem.



MODELIA

OCTOBER

MODELIA



“ENVIRONMENTAL IMPACT OF FASHION PHOTOSHOOTS VS. AI-GENERATED FASHION VISUALS”

We launched the study “Environmental Impact of Fashion Photoshoots vs. AI-Generated Fashion Visuals”, positioning Modelia as a benchmark in sustainability applied to fashion and technology.

The study offers a clear, data-driven comparison between traditional fashion photoshoots and AI-generated images, highlighting the significant environmental advantages of AI in terms of emissions, waste, and resource consumption. With this research, Modelia consolidates its leadership in driving measurable sustainability through technology in the fashion industry.

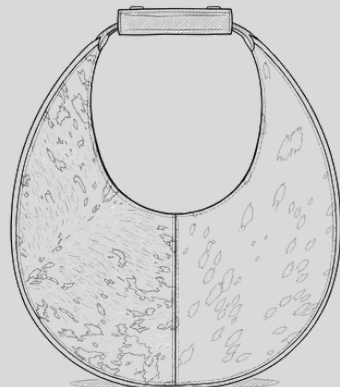
NOVEMBER

DRESS MY MODEL

We started 2025 with the launch of a suite of new creative tools, including Change Color, Sketch to Image and Prompt Generator, gradually expanding the creative power of the Studio.

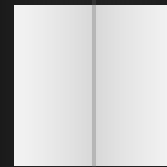


Image to Sketch



DECEMBER

The new way to
create fashion



Everything starts
with a pixel

We closed a year full of milestones with the launch of our new visual identity. Throughout 2025, Modelia has gone through a remarkable transformation that now culminates in a complete brand redesign. Powerful editorial-style visuals, a refreshed logo, a new color palette, updated typography, and a fully redesigned Studio set the stage for what is coming in 2026, a year that is already shaping up to be exceptional for Modelia.



TOP

IMAGES

CREATED

WITH



MODELIA

.AI



**TOP IMAGES
CREATED
WITH
MODELIA**



MOST USED TOOLS OF THE YEAR

TOP 5 MOST USED TOOLS OF MODELIA

Studio



01 **FLATLAY TO MODEL:** TURNING FLAT IMAGES INTO FASHION STORIES



02 **REPOSE:** REDEFINING THE ART OF FASHION IMAGERY



03 **OUTFIT GENERATOR:** BUILDING LOOKS THAT INSPIRE



04 **SMART STYLER:** THE INSTANT MODEL GENERATOR



05 **MODEL TO MODEL:** FASHION VERSATILITY, REIMAGINED

In this year of releases, there are five tools that have particularly caught the attention of our users and became the favorites for professionals using the platform's paid and free plans. Modelia's tools allow you to generate images from scratch, as well as from a garment or a pre-existing photograph, thus speeding up the traditional process of fashion campaigns. Among all these tools, our top 5 includes: Flatlay to Model, Repose, Outfit Generator, Smart Styler and Model to Model. Each one solves a real problem for fashion teams, saving hours of work while boosting creativity and content quality.

Most used tools of the year

PROMPT GUIDE

EXCLUSIVE PROMPTS



01
A high-fashion editorial portrait set in a lush tropical forest with deep green foliage and dramatic natural shadows. A woman stands confidently at the center, wearing an elegant deep burgundy tailored suit with a structured blazer and wide-leg trousers. Her hands are relaxed in her pockets, accentuating the minimal and powerful silhouette. She wears simple dark sandals that blend subtly into the natural environment. The model has a sleek, wet-look hairstyle pulled back tightly, highlighting her strong facial structure, sharp cheekbones, and intense gaze. The lighting is soft but directional, creating contrast between the rich greenery and the refined sophistication of the outfit. The atmosphere is cinematic, moody, and luxurious, blending nature and high fashion in a striking visual composition.



02
A high-fashion studio portrait captured against a clean, soft white background. At the center stands a woman with a calm, poised expression, styled in a luxurious winter look. She wears a black faux-fur Russian-style hat with a voluminous, rounded silhouette framing her face elegantly. Her outfit features a sleek black leather coat layered over a ribbed black turtleneck, creating a monochromatic and sophisticated aesthetic. The lighting is soft and even, highlighting the texture of the fur hat, the smooth shine of the leather, and the model's refined facial features. The mood is minimalist, polished, and editorial, emphasizing modern cold-weather luxury with a timeless fashion sensibility.



03
A full-body fashion portrait captured in a clean, minimalist studio setting with soft, diffused lighting. A woman stands facing the camera with a calm, composed expression, dressed in a luxurious winter ensemble. She wears a long camel-colored wool coat layered over a crisp white button-down shirt, paired with relaxed, wide-leg grey wool trousers. A thick, textured grey knit scarf is wrapped generously around her neck and shoulders, complementing a matching ribbed knit balaclava that frames her face. Her hands rest naturally at her sides, one tucked casually into her pocket, giving the pose an effortless, modern elegance. The color palette is muted and sophisticated—camel, white, and soft grey—evoking a sense of refined minimalism and Scandinavian-inspired winter styling. The mood is serene, contemporary, and editorial, emphasizing texture, layering, and timeless cold-weather design.



04
Fashion editorial portrait of a woman wearing an oversized grey tailored suit, standing on a minimalist staircase. She holds a burgundy clutch bag, with a relaxed yet confident pose, soft natural makeup, loose slightly wavy hair. Clean architectural background, neutral tones, soft diffused lighting, modern editorial aesthetic.



05
Create a high-quality fashion photograph of a brunette woman with medium-length wavy dark hair, lounging on a mustard-yellow armchair that is tipped backward. Her legs are lifted and resting on the backrest, wearing tall grey knitted socks and black square-toe high heels. She is dressed in a textured brown-and-red plaid coat and matching skirt. She is leaning slightly to the side while reading an open magazine on the floor. Several magazines are scattered on the light carpet around her. The room has soft, neutral lighting and beige walls, with a minimalist and calm atmosphere. Keep the same pose, composition, perspective, colors, and styling as described.



06
A minimalist high-fashion editorial portrait of a woman in a softly lit neutral studio. She is captured mid-crouch, one knee bent deeply as she leans slightly forward, one hand resting on her lower back. She wears a cream cable-knit sweater with a soft open collar and subtle texture, paired with relaxed tailored trousers in a muted neutral tone. The camera angle is slightly low and intimate, emphasizing the sculptural lines of her posture and the natural drape of the knit fabric. Her expression is calm and introspective, with loose straight hair parted at the center, softly framing and partially covering her face. Natural makeup, understated elegance. The overall mood is refined, warm, and modern reminiscent of Phoebe Philo-inspired minimalist fashion photography.

PROMPT GUIDE



CLOUD DANCER



SOFT TAILORING



UTILITY CHIC



ICED PASTELS & COOL TONES



BLACK & WHITE CONTRAST



BOLD ACCENT COLORS



REFINED MAXIMALISM



RESORT RELAXED LUXURY



NEO-CRAFT & HAND-MADE AESTHETIC

TECH-MINIMAL GLOW

2026 VISUAL TRENDS



All of the trends above are based on:
Vogue US / Vogue UK / Vogue Spain / Vogue Arabia runway reports for SS26 & Resort 2026

LET THE CAMPAIGN BEGIN.

modelia

