

Aidoron Publishes Five Principles for Authorized AI Digital Doubles in Fashion

Permission to create a model's digital likeness is not blanket permission to access, use or license it.

LOS ANGELES, CA, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- Aidoron has published five practical principles for creating, governing and licensing authorized AI digital doubles of fashion models. The framework separates a model's initial authorization to create a digital likeness from the later decisions governing access, output approval and commercial licensing.

“The face may be digital, but the final say stays human. Technical capability is never permission.”

Lucie Robinson, co-founder and Chief Creative Officer of Aidoron

Aidoron defines an authorized digital double as a capability built around a real model's likeness and governed by documented authorization, not as a single technical file. In generative image production, that capability may move through several tools and workflows. Permission to begin

does not, by itself, determine who may access it, which outputs may be approved or how approved work may be used.

The five principles require explicit model authorization and clear boundaries before creation or use; continued agency representation and control of model fees and usage licensing terms; expressly defined client access, project scope and permitted uses; model approval of public-facing versions of the likeness and client-generated final images before licensing; and preserved records of authorization, approvals, output decisions, delivery evidence and licensing history.

The principles operate across three distinct functions. Authorization determines whether work may begin and sets its boundaries. Governance carries those decisions through the people, tools and approvals involved in production. Licensing defines how approved outputs, or access to the underlying capability, may be used under agreed terms. Each answers a different question, and none can stand in for the others.

“The face may be digital, but the final say stays human,” said Lucie Robinson, co-founder and Chief Creative Officer of Aidoron. “Technical capability is never permission.”

For files produced through its Digital Model Portfolio and Managed Approved Outputs services, Aidoron embeds Content Credentials based on the Coalition for Content Provenance and

Authenticity standard, known as C2PA. The credentials can record information about a file's origin and handling. They support documentation, but do not by themselves establish that a model consented to a particular use or that a client holds the required rights.

Aidoron helps model agencies create, govern and license authorized digital doubles through three access models: Managed Approved Outputs, Controlled Client Access, and Advanced Access and Handover. These range from finished images approved before delivery to controlled client use and broader handover arrangements. Depending on the assignment, production may involve reference-image-led generation, likeness-specific training, hosted tools or hybrid methods selected to fit the brief's needs and limits.

The specific tools may change as the technology develops; the requirements for authorization, approval and licensing remain. Professional art direction, image selection and post-production continue to be part of the process.

Aidoron also operates a project and rights-management workspace that links authorization records, project documents, approvals, output decisions, delivery evidence and licensing history. Agencies can use the workspace with Aidoron's production services, their own technology or another provider.

About Aidoron

Aidoron is an agency-led, technology-independent partner that helps model agencies create, govern and license authorized AI digital doubles of real models. Models remain represented by their agencies, and governance connects the model, agency and client. Its team brings experience in modeling, agency ownership, fashion photography, production, strategy and law. Learn more at aidoron.com.

Holly Desanges

Aidoron Inc.

+1 323-330-4205

holly@aidoron.com

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/938871459>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.