

## Question-Answer with Emma-Jane MacKinnon-Lee

### What's happening with the GDN and GMS now? Are they really AI designers and influencers?

There always has been. From day one, both the GDN (Global Designer Network) and GMS (Global Models Syndicate) have existed as hybrid collectives—a mix of human and generated designers, models, and influencers. It's always been about fully embracing the digi-fizzy spectrum. Not either/or, but both—composed and entangled.

What's shifted is the tooling. With more advanced open-source and local-gen tools now available, that hybrid model has scaled. We've had multiple microbrands launched, and the upcoming runway shows will push it even further. They blend genAI stylists and indie fashion minds into a single output stream.

But none of this is about replacing human designers. It's about giving them more—more creative surface area, more ways to earn, more direct channels to connect with their community, and more control over their narrative. AI is infrastructure, not competition. And the GDN and GMS continue to show how integrated design ecosystems—not isolated genius or extractive content farms—are where the real power is.