

BARDOT and Hanyang University Senior Models Debut AI Fashion Show After Just Four Weeks

Led by Executive Management Professor Hyunjin Lee and AI Professor Daol Jo, the collaboration brings senior model education into the digital era. A Brand Festival is planned for December 12.



Seoul, South Korea Oct 19, 2026 ([IssueWire.com](https://www.issuewire.com)) - Fashion brand BARDOT has unveiled its first collaborative AI-powered online fashion show with the Senior Model Personal Branding Program at Hanyang University's Institute for Future Talent Education. Just four weeks after beginning their runway training, students have stepped into the spotlight as the faces of branded fashion content.

The collaboration was initiated and planned by Executive Management Professor Hyunjin Lee, who redesigned the senior model curriculum around personal branding to reflect the changing times. By combining BARDOT golfwear with AI-powered video production, the project transformed each participant's individuality into a digital runway experience. Professor Daol Jo(Tozzy) provided AI education and supported the production of fashion content.

The fashion show features nine participants from the eighth cohort of the Senior Model Program: HyeonJeong Kong, SooYoun Kim, YoonSim Moon, MyoungGeun Oh, EunSeok Jang, Soyeong Jeong, Sook Cho, YangSoon Choi, and HEEje. Three alumni from the sixth cohort, SeungGyoon Kang, JaeSeong Lee, and HaeRin Lee, who are also active in acting, joined the project, creating a collaborative experience between current students and graduates.

The online fashion show combines BARDOT's apparel with AI-generated fashion content featuring the participants' images. Its significance lies in transforming a classroom-based creative challenge into a digital runway connected to a fashion brand.

At the heart of the program is the belief that learning should lead to personal branding. Students develop skills in runway walking, posing, photography, and video production while creating their own content and publishing it on YouTube, Instagram, and TikTok.

As their work accumulates across personal social media channels, it becomes a record of their progress, a professional portfolio, and a valuable personal branding asset.

Continuously sharing their individual images and stories also helps participants strengthen their identities as senior models. Executive Management Professor Hyunjin Lee connects education with real-world opportunities by coordinating specialized faculty members, developing content concepts, and planning brand collaborations.

Support continues beyond graduation through the program's alumni network. The program shares alumni composite cards with various modeling and talent agencies to explore potential casting opportunities. Alumni working as actors and senior models also share their professional experiences, serving as role models and mentors for current students.

This ongoing collaboration will continue at the year-end Brand Festival, scheduled for December 12. The event is planned to bring current students and alumni together for a graduation fashion show, networking opportunities, and an awards ceremony, celebrating their achievements in both education and professional development.

Learning becomes content, and content becomes a personal brand.

The first collaborative AI-powered online fashion show with BARDOT marks a new beginning for Hanyang University's senior models as they expand their stage beyond the classroom and into their own digital platforms.



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