

FA10

FEATURE ARTIST

Zenaida Ossana



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I'm Zenaida Ossana, a creative specializing in visual direction in fashion. I come from a background in fashion styling, where I learned how to see and build image, and today I integrate AI as a tool to expand that vision. I'm also the founder of IA Fashionista, a creative space where I develop visual concepts and collaborate with brands exploring AI. I'm drawn to creating images with identity—work that feels alive, intentional, and slightly tense. My practice moves between intuition, sensitivity, and technology.

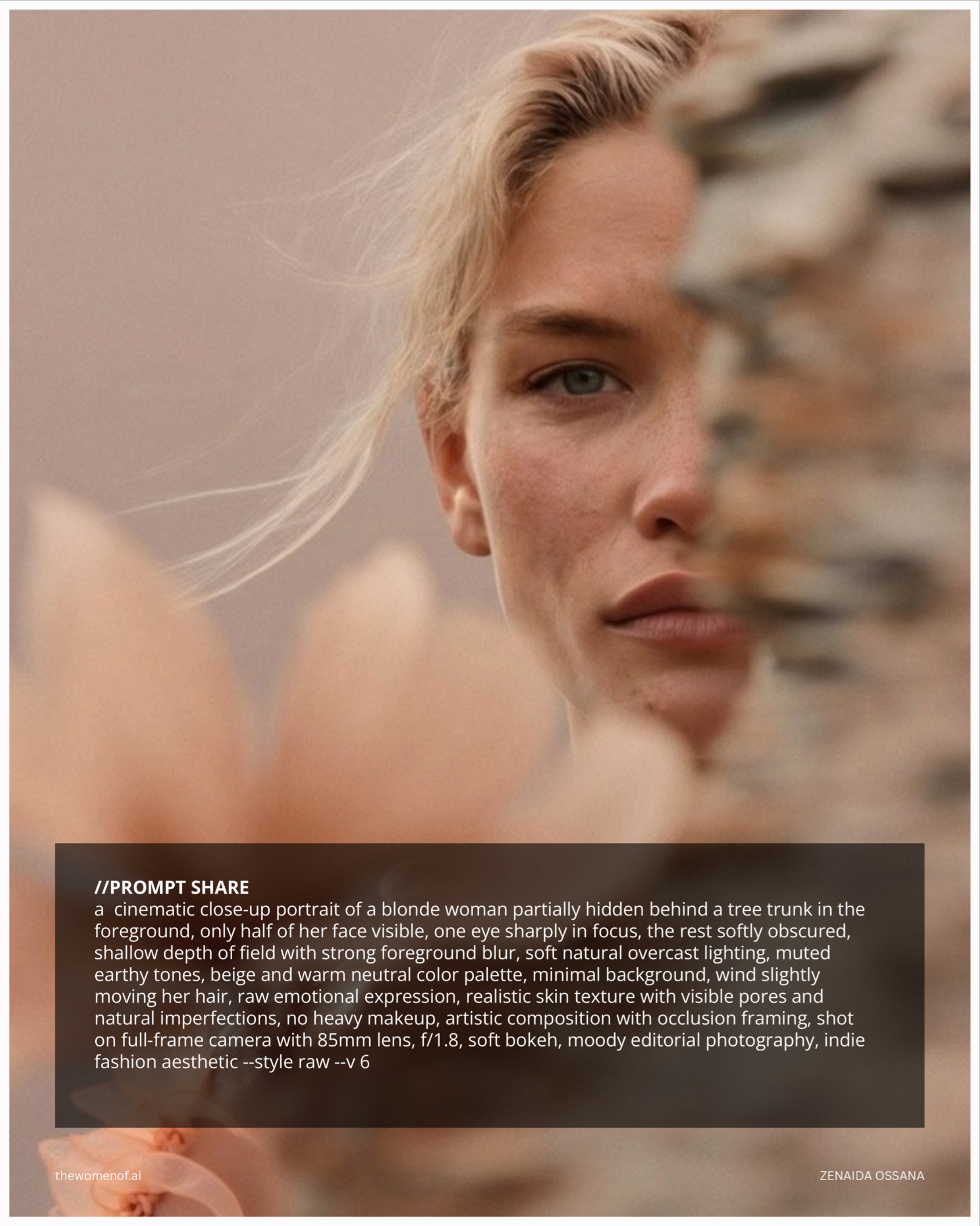


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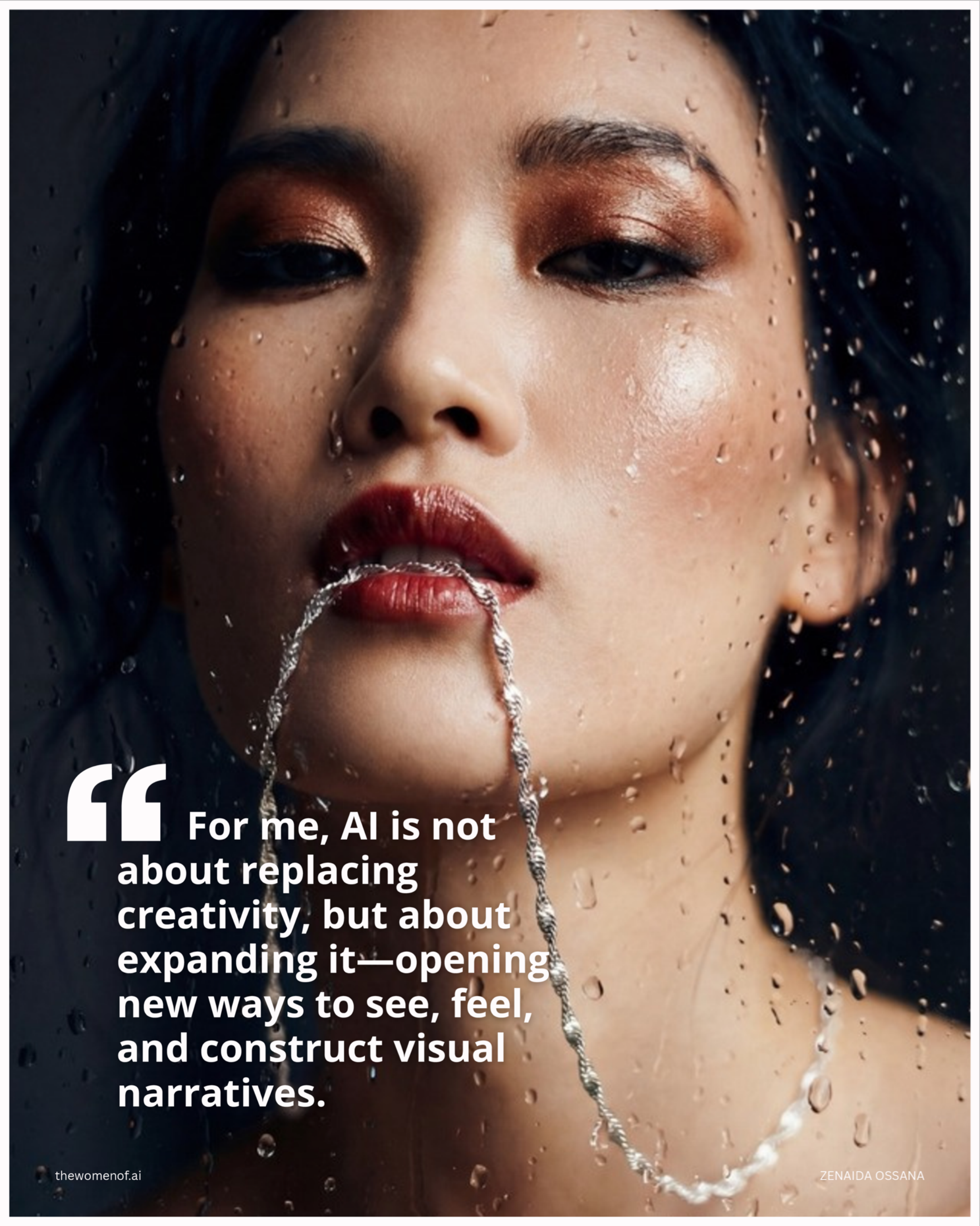




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a cinematic close-up portrait of a blonde woman partially hidden behind a tree trunk in the foreground, only half of her face visible, one eye sharply in focus, the rest softly obscured, shallow depth of field with strong foreground blur, soft natural overcast lighting, muted earthy tones, beige and warm neutral color palette, minimal background, wind slightly moving her hair, raw emotional expression, realistic skin texture with visible pores and natural imperfections, no heavy makeup, artistic composition with occlusion framing, shot on full-frame camera with 85mm lens, f/1.8, soft bokeh, moody editorial photography, indie fashion aesthetic --style raw --v 6





“ For me, AI is not about replacing creativity, but about expanding it—opening new ways to see, feel, and construct visual narratives.

A woman with dark hair pulled back, wearing a light-colored trench coat over a lace-trimmed top and fishnet stockings, is sitting in a field. In the background, several horses are grazing. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. A semi-transparent white box on the left contains text.

WHAT MESSAGES DO YOU CONVEY WITH YOUR ART?

I'm interested in creating images that feel real, even when they're artificial. My work speaks about identity, perception, and how we relate to image today. I like to explore the tension between beauty and something slightly unsettling—because that's where things feel alive. Coming from fashion, I'm drawn to aesthetics, but I'm not looking for perfection. I'm more interested in intention, presence, and emotion. For me, AI is not about replacing creativity, but about expanding it—opening new ways to see, feel, and construct visual narratives.

WHAT TOOLS AND TECHNIQUES DO YOU USE?

I work mainly with tools like Midjourney, Adobe Firefly, krea, Flora, caimera, and kling, combining them with Photoshop for editing and refinement. My process is very intuitive—I usually start with a visual idea or feeling and develop it through prompt exploration and iteration. I focus a lot on composition, light, and texture, bringing my background in fashion styling into the process. I see AI as a creative partner, not just a tool, so I experiment, adjust, and refine until the image feels right. It's a balance between control and letting unexpected things happen.

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