

## TL;DR

# I have a hard time believing your wearable is good if you had to Photoshop it onto a model

*Why not take a new photo?*

By [Sean Hollister](#) | [@StarFire2258](#) | Oct 14, 2021, 3:29pm EDT

If you buy something from a Verge link, Vox Media may earn a commission. See our [ethics statement](#).



We use cookies and other tracking technologies to improve your browsing experience on our site, show personalized content and targeted ads, analyze site traffic, and understand where our audiences come from. To learn more or opt-out, read our [Cookie Policy](#). Please also read our [Privacy Notice](#) and [Terms of Use](#), which became effective December 20, 2019.

By choosing **I Accept**, you consent to our use of cookies and other tracking technologies.

**I Accept**

Wearable gadgets live or die on whether they're actually comfortable to *wear* — it's tough to recommend a fitness tracker that gives me a rash or a headset constantly dragging my head down. So, for HTC's [new, exceptionally light Vive Flow VR headset](#), the company wanted to show just how effortlessly it might fit into your life, commissioning pictures of men and women wearing it in their cozy living rooms without a care in the world.

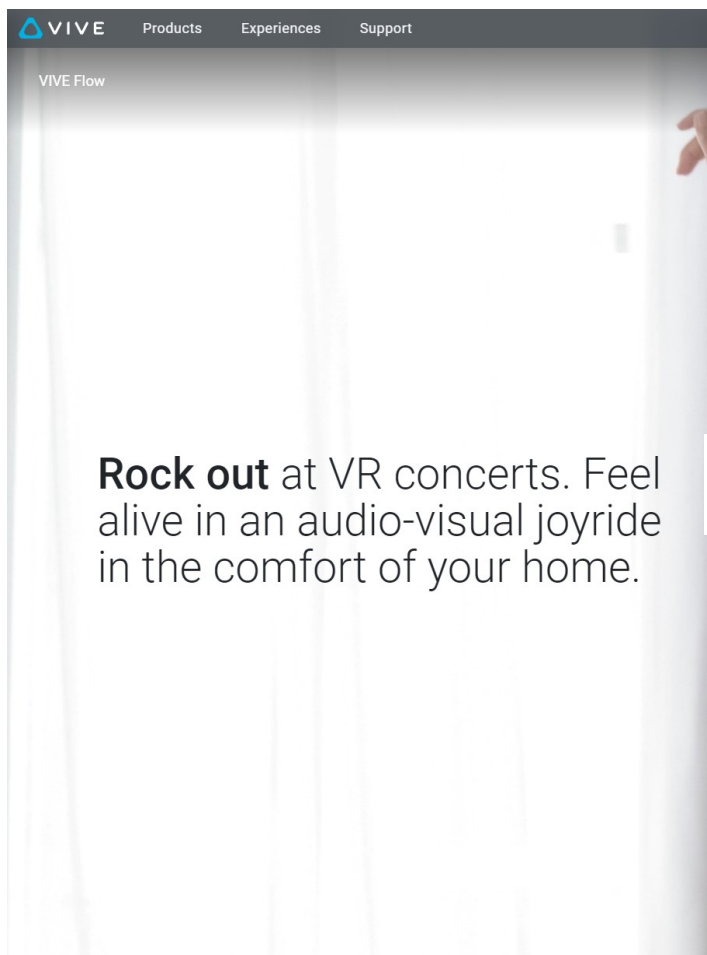
One rather important reason *why* they don't seem to care: they're not wearing it at all. It's photoshopped. The woman in the photo above was actually photographed with a bowl of popcorn, not a headset or a phone. Here's what the original looks like [at istockphoto.com](#):



We use cookies and other tracking technologies to improve your browsing experience on our site, show personalized content and targeted ads, analyze site traffic, and understand where our audiences come from. To learn more or opt-out, read our [Cookie Policy](#). Please also read our [Privacy Notice](#) and [Terms of Use](#), which became effective December 20, 2019.

By choosing **I Accept**, you consent to our use of cookies and other tracking technologies.

**I Accept**



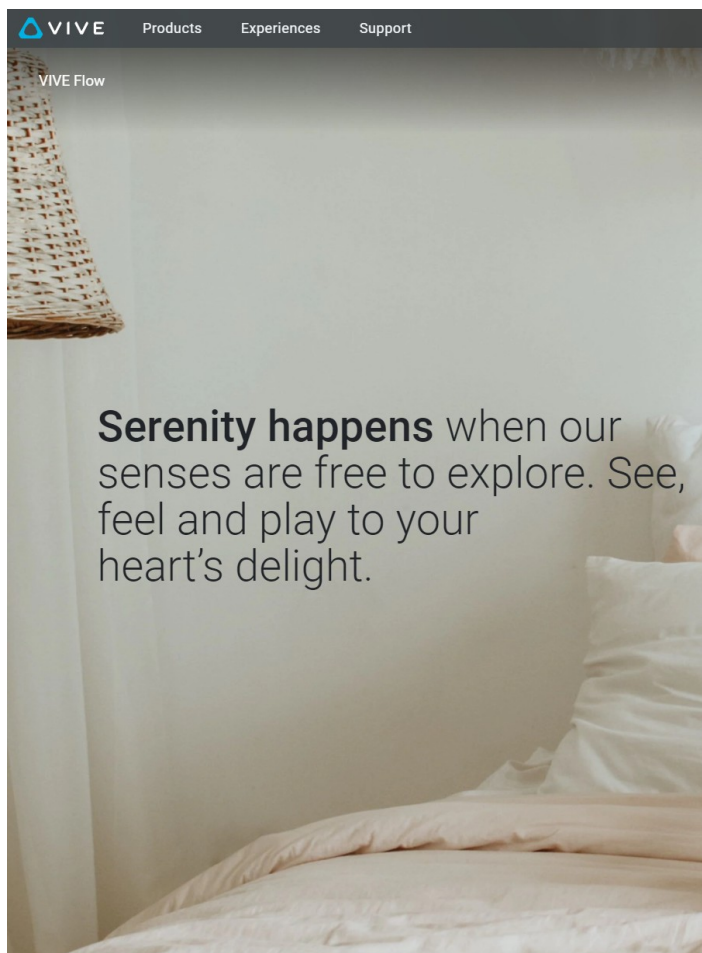
Getty Images/iStockphoto



We use cookies and other tracking technologies to improve your browsing experience on our site, show personalized content and targeted ads, analyze site traffic, and understand where our audiences come from. To learn more or opt-out, read our [Cookie Policy](#). Please also read our [Privacy Notice](#) and [Terms of Use](#), which became effective December 20, 2019.

By choosing **I Accept**, you consent to our use of cookies and other tracking technologies.

**I Accept**



**Serenity happens** when our senses are free to explore. See, feel and play to your heart's delight.

Getty Images/iStockphoto



It could be worse. They could have forced a ridiculous smile onto somebody's face, an image which I don't see on the final website:



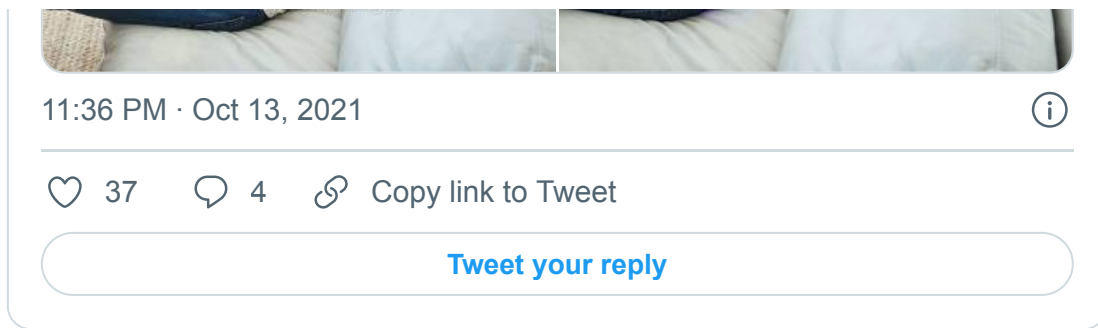
**Janko Roettgers**   
@jank0



We use cookies and other tracking technologies to improve your browsing experience on our site, show personalized content and targeted ads, analyze site traffic, and understand where our audiences come from. To learn more or opt-out, read our [Cookie Policy](#). Please also read our [Privacy Notice](#) and [Terms of Use](#), which became effective December 20, 2019.

By choosing **I Accept**, you consent to our use of cookies and other tracking technologies.

**I Accept**



Or, they could have pulled a Panasonic and photoshopped a white man's head onto a black man's body, in addition to shopping in their wearable speaker.

This is the second time in two months we're seeing a wearable gadget digitally added to a person's body, and it's weird. It's misleading, and — fair or no — my gut reaction is to wonder what these companies might be trying to hide. (My colleague Adi Robertson said the headset kept slipping down her face in demos, but she also tried a different face gasket that worked better.)

This is a bad look, particularly for wearables. Please stop it.

We use cookies and other tracking technologies to improve your browsing experience on our site, show personalized content and targeted ads, analyze site traffic, and understand where our audiences come from. To learn more or opt-out, read our [Cookie Policy](#). Please also read our [Privacy Notice](#) and [Terms of Use](#), which became effective December 20, 2019.

By choosing **I Accept**, you consent to our use of cookies and other tracking technologies.

**I Accept**