

# Radisson Red launches #PlusIsEqual casting call for male plus-size models

The Radisson Red V&A Waterfront in Cape Town has launched the #PlusIsEqual casting call for plus-size male models.

The #PlusIsEqual casting call will be held at the Radisson Red Hotel on Saturday, 9 November from 10am. It will be attended by model agency and fashion industry representatives.



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## Body confidence and equal representation

The hotel is holding the casting call to recruit full-figured men to participate in South Africa's first completely plus-size male fashion show in November – which will be overseen by fashion show director Mary Reynolds. A total of 12 gents will be selected to model a new plus-size men's range designed by a secret designer.

“As a brand that welcomes all things different and unique, we are excited to celebrate men of all sizes. While it's promising to see women being a focal point of this conversation, we want to remind people to also include larger men in the movement toward body confidence and equal representation,” says Leonie Andereya, curator at Red.



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Actor, body positivity advocate and spokesperson for the #PlusisEqual campaign, TJ Ngoma, believes visibility and representation are the only things that can create real and long-lasting change. “I want to see a person that looks like me on billboards and runways. I hope to inspire South Africans to see that a plus-size man’s body is beautiful and should be celebrated just the same.”

## Time for the guys to shine

While it hasn’t received much attention in South Africa, body positivity amongst plus-size men is slowly gaining more awareness in countries like the US and Australia – highlighting the need for change in the fashion industry.

Larger male models have spoken out about the exclusivity of fashion and difficulty in finding clothes that fit their build.



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South African plus-size model, campaign spokesperson and founder of Embrace Your Curves, Candice Manuel, points out that men suffer the same insecurities as women when it comes to their body, but it's not something society talks about.

“We are seeing the awareness starting to grow in the female plus-size model industry, with more women accepting their bodies. Sadly, this is not the case for larger men. The #PlusIsEqual campaign allows men to take a stand and say: ‘Yes, we also love our bodies and want to wear fashionable clothing.’ It’s time for the guys to shine.”

To attend the casting or find out more information, email [red@20across.com](mailto:red@20across.com) or visit the #PlusIsEqual casting call event page on [Facebook](https://www.facebook.com/plusisequal).

For more, visit: <https://www.bizcommunity.com>