



LGBTQ+ COMMUNITY CHALLENGES ADVERTISING REPRESENTATION THROUGH NEW PORTRAITURE SERIES

By showcasing the breadth of the LGBTQ+ community in 2021 this awareness campaign seeks to tackle the lack of diversity in advertising.

The project is being specifically released on 28th June to coincide with the Stonewall Uprising - one of the leading events that pushed forward the Gay Liberation Movement.

Conceived and shot by Photographer-Director Jordan Rossi, the photo series captures a cross-section of the community including recognisable faces including:

UK Black Pride Founder **Lady Phyll**, broadcaster and author **Riyadh Khalaf**, stylist and model **Kyle De'Volle**, actor **Nathaniel Curtis**, RuPaul's Drag Race UK Season 2 star **Bimini Bon Boulash** and original members of the **Gay Liberation Front**.

On the project Jordan says, "I've always strived to make work I wish I had seen when I was younger and this is exactly that. Representation in advertising is extremely narrow. Even in 2021.

I wanted to create a snapshot of the community to reflect how it stands today. From disabled LGBTQ+ people to those who are Asexual to the original trailblazers who fought for our rights to the activists who are changing the perceptions of what it means to be LGBTQ+ today.

It's been an honour to work with and photograph so many inspiring and thought-provoking individuals"

The project is being supported by charities Stonewall and Models of Diversity and creative agency RANKIN.





Models of Diversity said, "As a charity we have spent the last 10 years campaigning for more diversity and inclusion for every age, size, color, ability and sexuality in the advertising industry.

With more than a third of LGBTQ+ adults also identifying as having a disability, it was so important for us to collaborate on this innovative project to help highlight the intersection of disability and LGBTQ+.

Both communities are seriously underrepresented in the media and we love that this project not only represents the trailblazers of the past but also reflects the community today.

We hope these amazing images will help combat ableism and discrimination in every area of society."



For more information visit proudnation.co.uk



Riyadh Khalaf
Writer & Broadcaster



Lady Phyll
Found of UK Black Pride



Kyle De'Volle
Stylist & Activist



RoXXXan
Musician



Nathaniel Curtis
Actor



Radam Ridwan
Author & Activist



Lizzie Williams
Athlete



Daniele Lul
Founder of Para Pride



Andrew Lumsden
Gay Liberation Front



John Lloyd
Gay Liberation Front



Stuart Feather & Ted Brown
Gay Liberation Front



Bimini Bon Boulash
Model & Drag Queen



Ruby Rare
Author & Activist



Yasmin Benoit
Asexuality Activist



Dani St James
Activist



Joe Hyman
Jewish LGBTQ+ Activist