



# 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](http://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