

# FELICITY HAYWARD



Felicity Hayward is a British curve model, social media influencer and activist.

This year Felicity was one of the hosts on Channel 4's "Naked Beach" in which she helped the nation work on their body image and was one of the main characters in Channel 5's documentary series "Curvy Girls Stripped Bare."

Felicity has quickly become one of the most recognised curve models in the fashion industry and she is renowned for breaking barriers in the beauty and fashion world with not only her stellar looks but her fearless personality. She was first scouted dancing to Diana Ross in an East London pub by fashion photographer Miles Aldridge while impersonating the late great Anna Nicole Smith. From that moment, she was thrown into the fashion industry head first.

Felicity was an early pioneer of the plus-size movement in the UK and became a trailblazer in pushing for change within in the fashion industry through her ground-breaking collaborations with a multitude of world-renowned fashion brands from ASOS to Mac Cosmetics to River Island to name but a few. She has worked with some of the most credible fashion photographers in the world, including Patrick Demarchelier, Ellen Von Unwerth and Rankin.

Felicity was one of the first models to show stretch marks, cellulite and scars in global campaigns with brands such as Missguided and The Body Shop which were inspired by her digital campaign and body positive movement #selflovebringsbeauty. Felicity's #selflovebringsbeauty movement promotes self-love, diversity, confidence and acceptance in the fashion industry for everyone. When asked why Felicity created the brand, she says she "wanted to create something for everyone, to view beauty from your perspective, not the media's view on body image and worth".

She is a devoted Rod Stewart and leopard print fan.

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