Competition to find Britain’s Best Bum

Thursday 4 June, 2026

Competition to find Britain’s Best Bum for a male underwear company

LONDON, UK, [June 2026] Levage, the UK-based male underwear label, is hunting for “Britain’s Best Bum” - for a new model to be the face (and bottom) of their company campaign. A chance for any regular man from any part of the country - with just one great asset - to do something different and start something new. No previous experience required.

Levage is reversing the trend of influencer outreach and asking them - and anyone who wants to do modelling - to come to them. After many failed attempts trying to find one, using outreach methods employed by many companies, a competition is the best way to do that. “We were relying on us finding them, building our hopes up on inflated profiles - hype more than hunk - and looking at it the wrong way”, says Fabien Le Roux, Digital and Media Manager at Levage. “We are not just after established influencers or models but someone with timeless qualities, who wants creative input and not just a huge following”, he added.

The label wants to find a typical man who thinks he has “Britain’s Best Bum”; he could be a builder, or a banker. Someone with motivation to go after something different or he could just want to have a little fun. Levage wants entries from the rugged, the realistic and the rough around the edges. Judged on their “behind”, not their follower count.

A simple one-minute online form and two images – one in their undies - are all it takes.

The competition is now open for any man aged 18 or over as long as they are UK-based. The winner will be announced after a public and internal vote on 4th September 2026. After this, the winner will get the choice of where they want to be placed – on the website, in marketing campaigns or in all of those. They will also get creative input and, of course, their choice of branded underwear.

“We’re not promising rags to riches, but it could be the start of something”.

If you think you have Britain’s Best Bum or know a man who has:

Have a look, share and vote: https://mylevage.com/our-next-model

Or enter: https://mylevage.com/enter-our-next-model

About Levage

Levage is a UK-based men’s underwear brand founded on the principles of traditional and contemporary refinement. Established by co-founders with deep-rooted ties to the industry, setting out to simplify a man’s top drawer with smaller limited collections based on themes. Operating online only, Levage delivers a streamlined shopping experience tailored to individuals who want exclusivity.

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Related Keywords:

Male Underwear :: Competition :: Finding A Male Model :: Britain's Best Bum ::

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Press Resources:

High-resolution images, media kits, and additional brand assets are available at:

https://mylevage.com/press/media-press

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Additional Contact(s):
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