

TORRID

SIZES 10 TO 30

NEWS RELEASE

Torrid Relaunches Its Casting Call, Inviting Women Across the Country to Own Their Story, Their Confidence, and Their Moment

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More than a model search, the 2026 Torrid Casting Call is a celebration of individuality, self-expression, and redefining what representation in fashion looks like

LOS ANGELES--(BUSINESS WIRE)-- Torrid, the leading fashion destination for curvy women sizes 10–30, today announced the return of its nationwide Casting Call, empowering women across the U.S. to step into the spotlight, share their stories, and be celebrated for exactly who they are.

Since its inception, the Torrid Casting Call has evolved far beyond a traditional model search. It has become a platform for confidence, connection, and community—creating space for women to show up as themselves, be seen, and celebrate one another. Whether applying, attending events, voting, or cheering on applicants, everyone who participates becomes part of a broader movement redefining visibility and belonging in fashion.

A recent Torrid survey found that more than one in three plus-size women still experience gaps across the shopping journey, including limited sizing and trend options, inconsistent in-store experiences, and a lack of authentic representation*. At its core, the Torrid Casting Call reflects a simple belief: confidence has no size, no age, and no single definition—and fashion should be a place where every woman feels like she belongs.

“This is your story and your moment. Every year, we’re inspired by the incredible women who step forward to share who they are and what makes them unique,” said Lisa Harper, Chief Executive Officer of Torrid. “Our Casting Call is about celebrating our customers, amplifying their voices, and creating an environment where they feel empowered

to take up space, connect with one another, and know they belong exactly as they are.”

“What makes the Torrid Casting Call so meaningful is the sense of community it creates,” said Candice Huffine, Torrid’s Casting Call Host and model partner. “When women come together and share their stories, something powerful happens. They are supported, inspired, flooded with joy, and their confidence soars.”

The 2026 Torrid Casting Call is seeking women sizes 10–30 with perspective, personality, and a strong sense of self—women who show up authentically in their communities every day. Through a combination of digital submissions, a Times Square jeans activation in New York City to kick it off, in-person Casting Call events at malls in Texas, Tennessee, Washington, and California, as well as in-store Casting Parties in select locations, Torrid is creating a nationwide community experience centered on confidence, connection, and self-expression.

Alongside Candice Huffine as the official Casting Director, past winners will return for the 2026 Torrid Casting Call, appearing at live events and hosting virtual Q&A sessions to offer applicants guidance, encouragement, and support throughout the journey.

Applications officially open today at [Torrid.com/CastingCall2026](https://torrid.com/CastingCall2026) and will be accepted through September 2026. Entrants will be asked to submit photos and a short video sharing their personal story and why they want to be a Torrid model.

Three winners will receive a \$15,000 Torrid wardrobe, \$5,000 in cash, and a starring role in upcoming Torrid campaigns, becoming the new Faces of Torrid for a brand that continues to champion inclusive fashion and authentic representation. Additional details surrounding finalists and public voting will be announced in the coming weeks.

To apply and learn more about the 2026 Torrid Casting Call, please visit [Torrid.com/CastingCall2026](https://torrid.com/CastingCall2026).

*Source: Torrid proprietary survey (U.S. female-identifying consumers ages 18–54, n=1,000), conducted via Quantilope, March 16–17, 2026.

About Torrid

Torrid is a direct-to-consumer brand of apparel, intimates and accessories in North America aimed at fashionable women who are curvy and wear sizes 10 to 30. Torrid is focused on fit and offers high quality products across a broad assortment that includes tops, bottoms, denim, dresses, intimates, activewear, footwear, and accessories.

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