

Japan Takes On Body Positivity

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In Japan, empowering imagery of real women is slowly emerging and Naomi Watanabe may be one of the reasons. The Taiwanese-Japanese comedian's loud and proud unapologetic approach to her body and lifestyle has cultivated global buzz in a society where being slim is still the norm and plus-sized women, especially female comedians, are often typecast. Women like [Watanabe](#) are often ignored and picked on or invited to weight loss TV programs, which are hugely popular in Japan. In the past few years, her transition from a comic to an international fashion icon and entrepreneur has been hugely influencing the Japanese entertainment and advertising industries.

When it comes to female beauty and empowerment, there's no one standard – more and more Japanese women are beginning to stand up and embrace their true selves.