

How Naked Attraction became AMERICA'S TV OBSESSION

The UK show is making big waves across the pond

Ask an American what comes to mind when they think of Britain, and they'll most likely say three things: Buckingham Palace, Harry Potter, and, er, *Naked Attraction*.

That's right, Channel 4's flesh-flashing dating show – which first aired in 2016 – has landed in America, with six seasons finding a home on streaming service Max and causing something of a stir. After debuting across the pond, discussions on full-frontal

nudity have dominated US morning TV, with one family values advocacy group dubbing it “the epitome of pornographic and explicit content” and demanding for it to be removed.

Despite the hoo-ha, the series topped Max's most-viewed list, proving that although it may be provocative, Americans aren't looking away from these Brits' bits. And it seems *Naked Attraction* is the kind of show only the UK could have created, with one US viewer

even dubbing it “England's unsung national treasure”.

STRIPPED DOWN TV

If, for some reason, you're not obsessed with the show, here's the premise: one singleton is presented with six naked bodies who match their sexual preferences. At first, only

the bottom half of the bodies are visible. From there, the contestants whittle down which bodies are their cup of tea, revealing more and more of them until their faces are finally visible. Once down to the final pair, the contestant strips off, too, before picking who they

want to go on a (fully clothed) date with.

Contestants are guided by host Anna Richardson, who, like a sex-positive fairy godmother, talks viewers through the kinks and quirks of our bodies. It's the crash course in sex education that so many of us didn't have, as Anna, 53, prompts discussions on asymmetric labias and low-hanging balls.

It's easy to brand the show degrading, watched only by those wanting to ogle naked bodies on their TV screens. In reality, the series is loved by many, growing steadily in popularity with each

run. It's a game of objectification, yes, but it's entirely consensual. The first few minutes are no doubt shocking as viewers eyeball multiple genitals in HD. For upright Americans (and prudish Brits), it's enough to make

about. After all, we've all got the same bits.

NORMAL PEOPLE

On dating shows like *Love Island* and ABC's *The Bachelor*, body diversity isn't common. On *Naked Attraction*, it's a different

‘Contestants aren't six-packed hotties’

anyone choke on their TV dinner. However, the bodies soon become what they are – entirely natural. As each minute ticks by, viewers are left wondering exactly what the fuss is

ball game – pun intended. Contestants aren't six-packed hotties looking for blonde bombshells. The show is incredibly positive, with a pod available for every single

bod the UK has to offer – not to mention stoma bags, missing limbs, scars, and tattoos – belonging to people of every age, race, gender and sexuality.

Naked Attraction is perhaps one of the only times in life where you'll be faced with so many genitals in a completely sexless environment. It's also one of the rare times in life where you'll see so many people in one space, totally nude yet entirely comfortable.

Naked Attraction is simply normal British people choosing not to hate themselves. It just so happens they're nude. ■



Privates investigators: Anna (right) with a contestant

OTHER WACKY BRIT SHOWS THAT MADE IT TO THE US



SEX BOX

The 2013 C4 show *Sex Box* saw real-life couples get jiggy in a soundproof box, inspiring Brits to open up about their bedroom antics. The show hit the US in 2015, but poor ratings saw it cancelled after just nine episodes.



CELEBRITY GOGGLEBOX

The USA's answer to *Celeb Gogglebox*, titled *Celebrity Watch Party*, aired back in 2020. The show featured stars such as Tyra Banks and the Osbournes, but a second series has never materialised.



THE MASKED SINGER

The UK and USA brought out *The Masked Singer* in quick succession. However, the UK costumes were more representative of Blighty, including Richie Sambora's Baked Potato.



TASKMASTER

The epitome of offbeat comedy, the US version of *Taskmaster* hit the Comedy Central channel back in 2018. Following the same layout as the British show, a group of plucky comedians were set outlandish and bizarre challenges.



WIFE SWAP

Channel 4's *Wife Swap* proved such a hit in the UK following its 2003 premiere that a USA-based version aired the following year. The show followed two families as they swapped wives for two weeks and, in the US, lasted an impressive 12 seasons.