

What does it mean to be a woman in South Africa today?

Asks *Womanhood*

Vice and 1st for Women Insurance recently paired up and asked South African women: What does it mean to be a woman in South Africa today? The result is a film, which highlights the complexities of South African women beyond our statistics and challenges.

The film also highlights a range of issues – from freedom, barriers and body to motherhood, identity, pain and the future. The film is accompanied by imagery on social media platforms – which feature intricate and intimate stories from some of the women featured in the campaign.

The film – created by Virtue, the creative agency by Vice – marks the launch of a wider campaign – which aims to showcase a number of stories from South African women.

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