# Fans gather in Soho for eccentric Nicolas Cage lookalike contest ahead of The Surfer release



On a sunny afternoon in Soho, central London, a gathering of over a hundred individuals assembled outside a local cinema, many donning outfits reminiscent of Academy Award-winning actor Nicolas Cage. This lively congregation was part of a celebrity lookalike contest connected to the release of Cage's new film, *The Surfer*, described by *The Guardian* as "gloriously demented."

Among the lookalikes was Daniel Breuer, dressed as Cage from *Raising Arizona*, who remarked, “I’ve had a whole lifetime of ridicule and this is my moment of glory.” Breuer, who works in the music industry, noted that he is frequently compared to the actor and declared that “Nicolas Cage has been the only constant” in this aspect of his life. Another participant, actor and web designer Patrick Doran, also shared his experience, stating, “When I was younger, people used to say I looked like a young Nic Cage. Now it’s just: ‘You look like Nic Cage.’ I take it as a great compliment.”

This surge of lookalike contests can be traced back to an incident in October 2022, when American YouTuber Anthony Po initiated a Timothée Chalamet doppelganger competition in New York. His unconventional advertising methods, which involved posting flyers around the city, drew considerable attention, culminating in the appearance of the real Chalamet among the crowd of several dozen lookalikes and 10,000 spectators. The event ended with four arrests and an unexpected media frenzy.

Following this initial event, Dublin hosted a similar contest featuring Paul Mescal lookalikes, which saw participants competing for modest prizes that included a few pints and sausages. The trend continued with various other events across different cities, each presenting unique themes that entertained local spectators. For instance, London held a Harry Styles lookalike contest, while Chicago featured competitors emulating actor Jeremy Allen White.

Cage's publicists capitalised on this growing phenomenon by organising the event, which had categories such as the People’s Cage for the best overall lookalike, the Cagiest Cage for the best cosplay, and the Ragiest Cage. Breuer was awarded the top honour, a life membership to the historic Prince Charles cinema, which he likened to “winning the Oscar, which of course Cage did for *Leaving Las Vegas*." Reflecting on the competition, he acknowledged the talent of his fellow contestants but was confident in his own abilities, stating, “I knew I had the highest kick in the game.”

The creativity and enthusiasm displayed by participants and spectators alike underscore the evolving nature of celebrity culture and publicity, with lookalike contests becoming a novel method for promoting films and engaging with fans. With their quirky charm, these events continue to attract attention and create unique moments in the intersection of entertainment and public spectacle.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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