Tinder UK Newsroom

Announcing ‘The Lovestruck Collection by Chet Lo for Tinder’ - An Ode to the Realness of Modern Dating

Chaotic Vest & I Wear My Heart on My Sleeve T-Shirt

LONDON, 29TH JANUARY 2024 — Tinder, the world’s most popular app for meeting new people, announces its first UK fashion collaboration with London-based designer Chet Lo. The Lovestruck Collection by Chet Lo for Tinder is launching on Tuesday 30th January 2024 via Chet Lo's website, serves as an embodiment of the authentic and occasionally unexpected journeys that characterise dating in the modern age.

Following Chet Lo’s SS24 collection, which delved into the designer’s queer sexuality and the ideas of sexuality in Asian culture, this capsule navigates the landscape of dating, capturing the genuine desire for human connection.

Chet Lo's creative vision incorporates the nuances of authentic connection and romance, expressed through his signature spike design, which is presented graphically across five t-shirt designs and texturally on a one-of-a-kind hat in the collection. The selection of slogan tees and accessories has been created by Tinder and Chet Lo to reflect dating for today’s young singles - capturing the essence of possibilities beyond the search for ‘the one’ which makes everyone’s dating journey unique.

"I’m thrilled to bring a unique blend of creativity and emotion to this collaboration with Tinder. From playful chaos to the vulnerability we often experience when dating, these designs capture the realness of modern dating and human connection. It's an exciting exploration of love, fear, and the messy, beautiful journey we take in the world of dating." - Chet Lo, Founder and Creative Director of Chet Lo.

Don’t Be Sad. Ur So Hot T-shirt & No-one’s Type T-shirt

Chet Lo, known for its hype-worthy designs and cutting-edge fashion, brings a fresh and innovative perspective to the collaboration. The brand's creative input ensures that each item in the collection is not only stylish but also a conversation starter, sparking dialogues around the shared experiences of the dating journey.

"Our partnership with Chet Lo is a natural fit. It’s a brand that shares our vision of authenticity and embraces the diverse narratives that make modern dating," said Tinder’s Senior Marketing Director for Northern Europe, Joanna Pons. "This capsule collection is more than just clothing; it's a reflection of the realness, humour, and relatability that defines the dating experience of those using Tinder today.”

This limited-edition release is expected to generate significant buzz amongst fashion enthusiasts, dating aficionados, and anyone looking to express themselves authentically in the modern dating landscape.

Over half of those using Tinder are aged between 18-25. They are the most fluid generation and are challenging stereotypes, labelling and pre-formed gender and sexuality norms. Tinder’s LGBTQ+ community continues to grow. As part of the launch of this exclusive collection Tinder and Chet Lo will be donating 20% a percentage of sales to akt. Akt is a charity that supports LGBTQ+ young people in the UK at risk of, or experiencing homelessness or a hostile living environment. They provide specialist aid to those in a vulnerable position.

COLLECTION DETAILS

- NO-ONE’S TYPE T-SHIRT; £65
- COMMITMENT~~PHOBE~~ T-SHIRT; £65
- I WEAR MY HEART ON MY SLEEVE T-SHIRT; £65
- CHAOTIC VEST; £65
- DON’T BE SAD. UR SO HOT T-SHIRT; £65

- KISS ME BEANIE; £100

All t-shirt and vest designs are available in sizes S - XL. Limited availability. Available while stocks last.

About Tinder
Launched in 2012, Tinder is the world's most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all members are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company. Tinder is a registered trademark of Match Group, LLC.

About Chet Lo
Chet Lo, a distinguished Asian American designer and 2020 graduate of the Central Saint Martins BA Knitwear course, brings a rich tapestry of experiences and innovation to the world of fashion.

Originally from New York City, Lo embarked on his creative journey in London in 2015 at Saint Martin's, where he developed a profound fascination for textiles and the boundless potential of knitwear. Building upon the success of his initial collections, Lo has become a prominent figure in the fashion landscape.

Lo's debut with Fashion East garnered critical acclaim, leading to his inclusion in the British Fashion Council's NEWGEN scheme. Recognised by renowned publications such as Vogue, L'Officiel, W, and Dazed, Chet Lo's designs have adorned cultural icons, including Dua Lipa, Kendall & Kylie Jenner, Doja Cat, SZA, Kali Uchis, Micaela Coel, Willow Smith, and many more, solidifying his position as an influential force in contemporary fashion.

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