

TIND

6.30 PM

WIN £250 TOWARDS YOUR
NEXT TINDER DATE

HIGH LORI

LOOKALIKE CONTEST

MAIN CHARACTER BOOKSHOP, SPITALFIELDS

18+. Free to enter. No app or account required. Winner chosen by audience
a Tinder date. Promoter: The Acadmey PR, 6-7 St Cross St, London EC1A 3AP

More than a guilty pleasure: spicy fiction is changing the way Gen Z dates with 68 per cent saying their fictional type has become their real-life type

Page-fuelled temptation is high, with 59 per cent of Gen Z singles considering texting an ex after a particularly steamy chapter

Tinder is helping Gen Z find their fictional dream date in real life with a High Lord Lookalike Contest on 29th October at Main Character Books, London

London, 26th October 2026 - New Tinder research reveals romantasy novels are getting Gen Z in the mood to date, with 64 per cent saying reading a spicy book has sparked real-life desire, and over half (56 per cent) saying they've opened a dating app because a book put them in the mood to meet someone new.

For 59 per cent, the page-fuelled temptation is so high they've considered texting an ex after reading a particularly spicy chapter - rising to 65 per cent for men.

The data shows romantasy readers are increasingly taking their fictional fantasies into their real-life dating lives. 65 per cent of Gen Z women say their fictional type has become their real-life type, with 60 per cent admitting they've compared a real-life date to a character from their favourite book. In fact, 58 per cent say romantasy has actually influenced their real-life sex life with 65 per cent recreating scenes from their favourite chapters.

The data shows steamy scenes have an even bigger effect on men, with two thirds (66 per cent) saying they are often left craving intimacy after reading a particularly spicy chapter, compared to 57 per cent of women.

The romantasy influence is also changing what singles want in a partner with 72 per cent saying spicy novels have changed what they look for in a relationship. For women, a good sense of humour (37 per cent), emotional vulnerability (31 per cent) and unwavering loyalty (30 per cent) top the list. Whereas men look for a good sense of humour (27 per cent), physical attractiveness (25 per cent) and sexual chemistry (22 per cent). In other words, women want a man who'd bare his soul for them, while men want a woman who brings enough sexual chemistry to set the pages on fire. But both men and women prioritise humour - the books might be romantic, dramatic and saucy but humour is always present in the dynamic.

For Gen Z singles, romantasy is proving that a little fantasy can go a long way in real life. More than six in ten (62 per cent) say the genre has boosted their confidence, and it seems that newfound self-assurance is spilling over into their love lives, with 61 per cent feeling more motivated to put themselves out there and flirt up a storm. And the magic doesn't stop at the dating stage, with romantasy also encouraging readers to feel more confident exploring their sexual preferences in the bedroom (60%).

To bring the book boyfriend fantasy to life, Tinder is hosting a A High Lord Lookalike Contest, giving romantasy fans the chance to see if their real-life High Lord can live up to the fictional standard.

The contest will take place on Thursday 29th October at 6:30pm at Main Character Books (Spitalfields, London). Tinder is encouraging singles to bring their best pair of wings, their most morally-grey stare and their strongest 'I'd burn the world down for you' energy. And if participants don't find their High Lord on the day? There are lots of potential sparks to be discovered on Tinder.

Joanna Pons, Senior Marketing Director at Tinder, says: *"Romantasy books are giving readers a vision of love, sex and connection that feels all-consuming and mutual. What's interesting is how these dating desires are making their way onto dating apps like Tinder and into real-life connections.*

"They're reshaping expectations, reminding singles that consistency, communication, respect for boundaries and genuine adoration shouldn't be considered extraordinary, in fact, they're qualities worth looking for in real life too. When fictional characters can set the bar this high, it's no surprise that readers are becoming less impressed by the bare minimum. And now, with Tinder's High Lord Lookalike Contest, we're seeing that fantasy move one step further - giving romantasy fans the chance to see whether their ideal fictional type can actually exist IRL."

END

Notes to Editors

† Research carried out by Censuswide on behalf of Tinder between 13th October to 16th October 2026 of 2001 UK Singles aged 18-25 years old

High Lord Lookalike Contest will take place on Thursday 29th October 6:30pm, at Main Character Books (30 Spital Square, London, E1 6DX). Terms and conditions apply. For more information, see [HERE](#).

About Tinder

Tinder is the most fun way to spark something new with someone new. With over 100 billion connections made since launching across 185+ countries and 60+ languages, it's the world's most popular dating app with a scale unmatched by any other app in the category.

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