Tinder UK Newsroom

When the ink lasts longer than the relationship

Tinder hosts its first tattoo studio takeover ‘Ink Twice’ in partnership with Sixty Ink for singles to cover up a tattoo that reminds them of an ex: London 11-13th October, 2023



LONDON (September 20, 2023) — Tinder is hosting tattoo studio takeover ‘Ink Twice’ in partnership with Sixty Ink, in London, 11th-13th October, to help singles embark on a new dating journey and leave the past behind them.

Tinder, the world's most popular dating app, is teaming up with renowned tattoo artists at Sixty Ink to give singles that have a tattoo they regret, the opportunity to get a redesign for free. Interested singles should apply for a consultation directly through the ‘Enquire Now’ button on Tinder’s dedicated website www.inktwice.co.uk. (Consultations are subject to availability.***)

Tattoos have grown in popularity over recent years, from famous footballers inking their shirt numbers to tattoos being a must-have for numerous reality TV stars. On Tinder, mentions of ‘tattoos’ and ‘tatts’ in UK bios have increased by 183% since 2021, of which more than 60% are found in Gen Z’s Tinder bios.*

Tattoos are often a way for people to express their personality, denoting momentous life moments, as well as displaying their love for someone. Tinder’s research reveals that three in five (60%) young singles (aged 18-25) have considered getting a tattoo for someone they were dating and 79% of young singles’ ink has a special meaning behind it or represents a particular relationship - making them a walking canvas of commitment! But, what were they ‘inking’? Some believe (30%) getting a tattoo shows that they care about their partner or see it as a romantic gesture.**

While relationships might not last forever, tattoos certainly do. Many A-Listers share their love for tattoos including inkings dedicated to their ex which they later have had covered up (#awks!). But these type of tattoos are not exclusive to celebrities,

almost half (48%) of young singles admit they regret their body art as it reminds them of a past relationship.*

In a bid to start over, 40% of 18-25 year olds have explored getting their ink reworked.* And this is where ‘Ink Twice’ can help by offering those whose sparks may have burnt out the chance to cover up their past and get back out there with confidence. Singles have the opportunity to get a free tattoo redesign by leading tattoo artists Claudio Traina, Suze Canham and Dominga Longo from Sixty Ink on **Wednesday 11th, Thursday 12th and Friday 13th October**.

Laura Wilkinson-Rea, Senior Director of Communications, UK at Tinder says:“From matching tattoos, to symbolic designs that hold secret meanings, we all know someone - or have been that someone - who has expressed their love in a bold and permanent way. That’s why we’re so excited to be launching ‘Ink Twice’ with our partners at Sixty Ink ’, offering singles a service to date confidently and create new sparks, without any reminders of a past relationship.”

Claudio Traina, Owner and Lead Tattoo Artist at Sixty Ink, says "If you’ve ever had a tattoo that made you cringe, we feel you! We’ve seen many couples come into our salon to get matching tattoos with their significant other only to break up. That’s why we’re pleased to announce that we’re partnering with Tinder to encourage people to ‘Ink Twice’ about their next tatt. We’re offering to turn those tattoos of your ex's name into artworks with a new meaning, as it's all about rocking that fresh ink and getting back out there to date with confidence. So let's cover up the past and start a new inked-up chapter in your dating journey!”

NOTES TO EDITOR

*Tinder internal data June 2021 - August 2023
**Consumer research conducted by Opinium - survey of 1,000 UK adults with tattoos (18-25 year olds)
***T&Cs will apply. Subject to limited availability. For more information please see www.inktwice.co.uk and https://www.sixtyink.com/

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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 users 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 Ink Twice
The pop-up Ink Twice studio is open for a limited time on 11th, 12th, and 13th October 2023. Tattooing will only take place after a consultation.

About Sixty Ink
Sixty Ink is a tattoo studio on the iconic Denmark Street in London UK, offering a bespoke, high end tattoo experience.

The studio is situated on the famous Denmark Street, renowned for its deep-rooted history and famed contributions to the music industry, the shop unifies the worlds of music and art to create a tattoo experience like no other. The address of the tattoo studio is: First Floor, 28 Denmark St, London WC2H 8NJ.

The resident tattoo artists are famed for their distinct styles and undeniable talent. The owner, main tattooist and face of Sixty Ink Claudio Traina (@claudio_traina) - a celebrity tattoo artist based between Italy, the UK and LA. Also part of the team who will be tattooing for this campaign is Suze Canham (@suzetattoos), and Dominga (@nooirtattoo).

Additional assets available online: **Photos** (3)

https://uk.tinderpressroom.com/When-the-ink-lasts-longer-than-the-relationship