

## “How We Love Is Who We Are”: Tinder Unveils New Pride Summer Collection with Willy Chavarria and In-App Sticker Drop

Limited-edition summer collection and Pride profile stickers turn self-expression into support for LGBTQIA+ rights & celebration powered by a donation of up to \$100K to HRC

# WILLY CHAVARRIA





**London, 5th June 2025** — This Pride Month, Tinder is bringing back its sold-out collaboration with designer Willy Chavarria with new designs as part of its "How We Love Is Who We Are" campaign. Additionally, Tinder is also reintroducing its annual in-app Pride profile stickers, transforming self-expression into real-world impact. Tinder will donate **\$1 USD to the Human Rights Campaign (HRC)** for every Pride sticker added to a profile, up to **\$50,000 USD**, supporting LGBTQIA+ rights and celebrating queer love and identity, online and off. As part of this year's Pride campaign, Tinder will contribute a total of up to **\$100,000 USD** to HRC.

According to 2024 data collected by Tinder, Tinder saw a 66% increase in total queer matches when compared to the prior year, reflecting a powerful shift toward greater visibility and connection within the LGBTQ+ community internationally<sup>1</sup>. This growth is more than a statistic; it's a reflection of evolving identities, stronger representation, and a generation unapologetically seeking love, connection, and community on their own terms, all while claiming "How We Love Is Who We Are".

"Pride is a powerful reminder that love in all its forms deserves to be seen, celebrated, and protected," **says Melissa Hobley, Chief Marketing Officer at Tinder**. "In fact, our data showed that 30% of all matches on Tinder are between LGBTQ+ users—the highest proportion in the app's history.<sup>1</sup> With new Pride in-app stickers and our limited-edition 'How We Love Is Who We Are' collection, we're proud to turn self-expression into action—honoring and celebrating our LGBTQIA+ users and helping fuel real change with the HRC."

"Fashion isn't just style—it's a mirror of our times and a catalyst for change," **said fashion designer Willy Chavarria**. "In our second collaboration with Tinder and the HRC, we're harnessing the power of fashion to spark conversation, challenge convention, and boldly affirm identity. This campaign is a celebration of love in all its forms—and a powerful reminder that visibility is a form of resistance."

"This partnership is a reflection of what's possible when creativity meets purpose," **said Kelley Robinson, President of the HRC**. "Fashion has always been a space for queer expression, and now—with the support of Willy Chavarria and Tinder—we're using that space to uplift the community at a time when visibility and solidarity matter more than ever. The LGBTQ+ community is strong, vibrant, and united—and together, with our allies, we will keep pushing forward toward full equality and liberation."

This collaboration is a celebration of unity, resilience, and the right to love without limits. Tinder, Willy Chavarria, and the HRC are joining forces to imagine—and fight for—a world where every identity is honored, and every love story has the freedom to thrive. The "How We Love Is Who We Are" collection will also be available for purchase globally on Willy's global shop, [WillyChavarria.com](http://WillyChavarria.com).

#### A New Era of Digital Pride

Tinder is bringing back fan favorite in-app stickers and introducing new options—**Happy Pride, Proud, Ally, Protect Trans People, Pride Flag**, and **Shine On**. For every sticker added to a user's profile in June, **Tinder will donate \$1 USD to the Human Rights Campaign (HRC), up to \$50,000 USD**—contributing to a total donation of up to **\$100,000 USD** to HRC.

Tinder's Pride stickers are available now through July 1. Users can add, change, or remove a sticker by heading to the Stickers section in the Edit Profile screen.

#### About Tinder

Launched in 2012, Tinder® revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, It Starts with a Swipe™. Tinder, the flame logo, and It Starts with a Swipe are all trademarks of Tinder LLC.

#### About Willy Chavarria

The Willy Chavarria mission is to uplift the underrepresented through the transformative power of art and design. The brand's collections embody a sensitive and cinematic approach, seamlessly blending the emotional depth of art with contemporary political themes, telling a compelling story of the human spirit. Willy strives to be a voice for the voiceless, often collaborating with organizations to advocate for social justice. His inspiration is drawn from biographical elements, including nods to his Mexican-American

heritage, the beauty found in the streets, and the surrounding culture.

**About Human Rights Campaign**

The Human Rights Campaign is America's largest civil rights organization working to achieve equality for lesbian, gay, bisexual, transgender and queer (LGBTQ+) people. HRC envisions a world where LGBTQ+ people are embraced as full members of society at home, at work and in every community.

<sup>1</sup>Internal Tinder Data. New and returning users May 2023- May 2024

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<https://uk.tinderpressroom.com/news?item=122613>