

## Celebrate Pride with Tinder's Queer Made Weekend

**Queer Made Weekend, in collaboration with Gaysi Family, is a two-day festival showcasing Indian Queer owned brands**



**New Delhi, 23rd June 2022:** This Pride Month, the world's most popular dating app for meeting new people, Tinder, in collaboration with Gaysi Family, is hosting Queer Made Weekend, a two day festival showcasing products and services from queer entrepreneurs and business owners from 25th - 26th June, 2022 at DLF Promenade, New Delhi.

This year, over 30 LGBTQIA+ owned businesses from diverse categories such as Fashion, Art, Merch, Home Decor etc., from across India will be featured at the Queer Made Weekend, along with 11 home-grown musicians like [Akriti](#), [F16s](#) and [Aaliyah](#), among many more. If that isn't enough, queer caterers, mixologists, tarot readers, NFTs and more will be present at Queer Made Weekend!

[Queer Made](#), a digital initiative originally launched in July 2021 by Tinder, is now a physical space dedicated to celebrating, supporting and amplifying businesses and products made, owned and/or run by India's LGBTQIA+ community from across India to showcase their work and reach new audiences.

"At Tinder, we believe everyone deserves to feel seen, which starts with the ability to authentically be yourself. Queer Made is an extension of this vision and was launched as a digital initiative in 2021 with 100+ LGBTQIA+ owned businesses across India to support queer business owners and give the larger community an opportunity to extend their allyship. This Pride Month, Tinder wanted to extend this initiative to a physical space to celebrate, support and amplify businesses and products made, owned and/or run by India's LGBTQIA+ community," shared **Taru Kapoor, General Manager of India, Tinder and Match Group**.

Whether it is fashion that matches a unique and authentic vibe, art pieces that speak to one's soul or even some quintessential rainbow-themed merch, Queer Made Weekend has it all!

### Community initiatives in India

Over the years, Tinder has supported the LGBTQIA+ community by including queer narratives across campaigns, content, and stories. Earlier this week, Tinder launched [LetsTalkGender.in](#), a guide and glossary developed in partnership with Gaysi Family, encouraging conversations about ways in which individuals identify and express their gender. Tinder was the first dating app in 2016 to empower its members to identify themselves beyond the binary. Taking a cue from the [50+ gender identities](#) and [9 sexual orientations](#) available on the Tinder app, this dynamic, living guide and glossary was developed with a diverse group of several contributors from the LGBTQIA+ community. In 2020, we launched the [Museum of Queer Swipe Stories](#) in partnership with [Gaysi Family](#) that captured the many moods and complexities of queer dating in India. Also, Tinder recently released a limited-edition '[All of a kind](#)' capsule collection of 10 sneakers with FILA, hand illustrated by artists across India, highlighting the theme of identity, authenticity and diversity. This month, Tinder launched Tinder Mixers for singles, exclusive curated IRL events, and partnered with Gaysi Family to

organise a [queer mixer](#) in Mumbai.

**About Tinder:**

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 500+ million times and led to more than 70 billion matches. Tinder, Swipe and the flame logo are registered trademarks of Match Group, LLC.

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