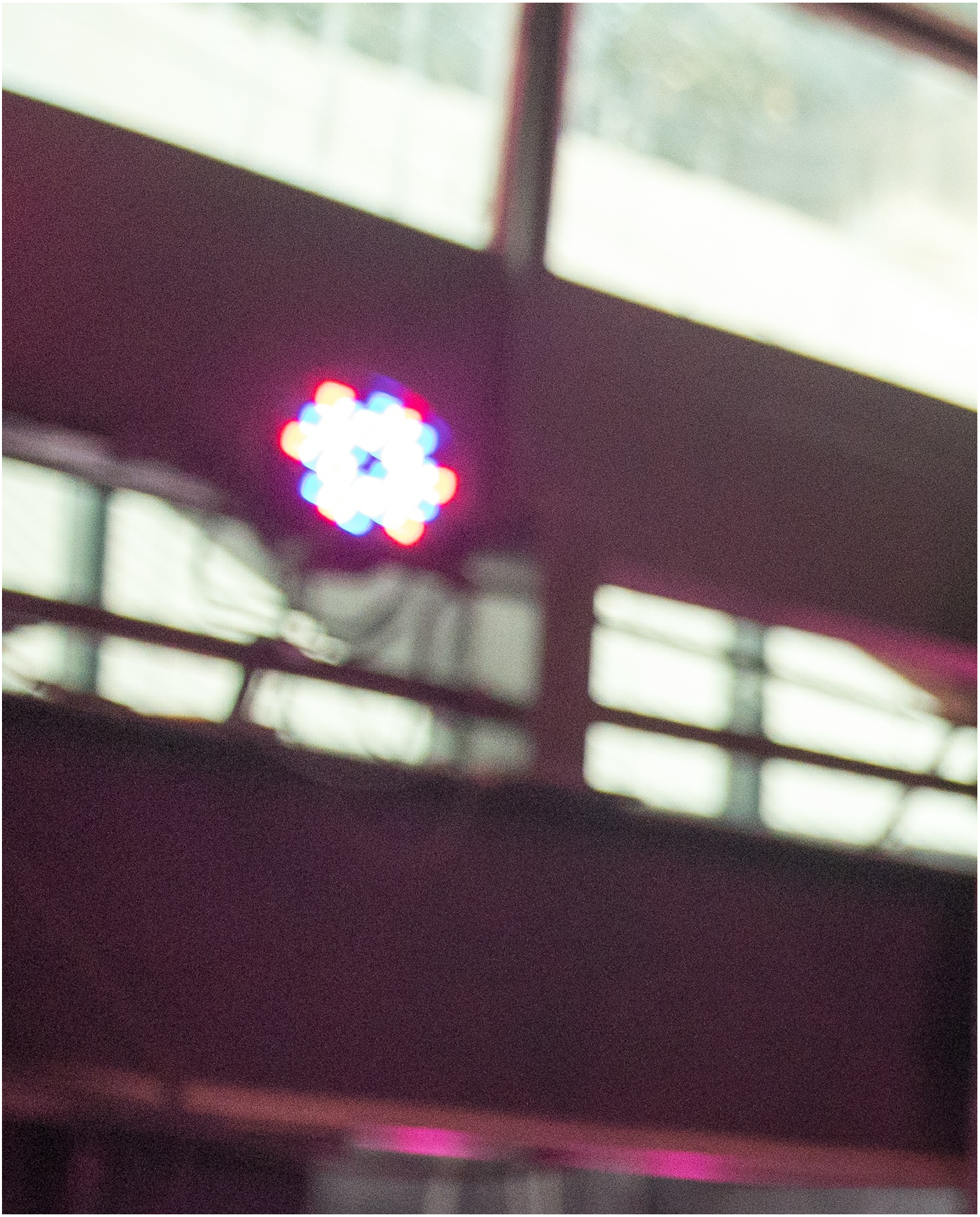
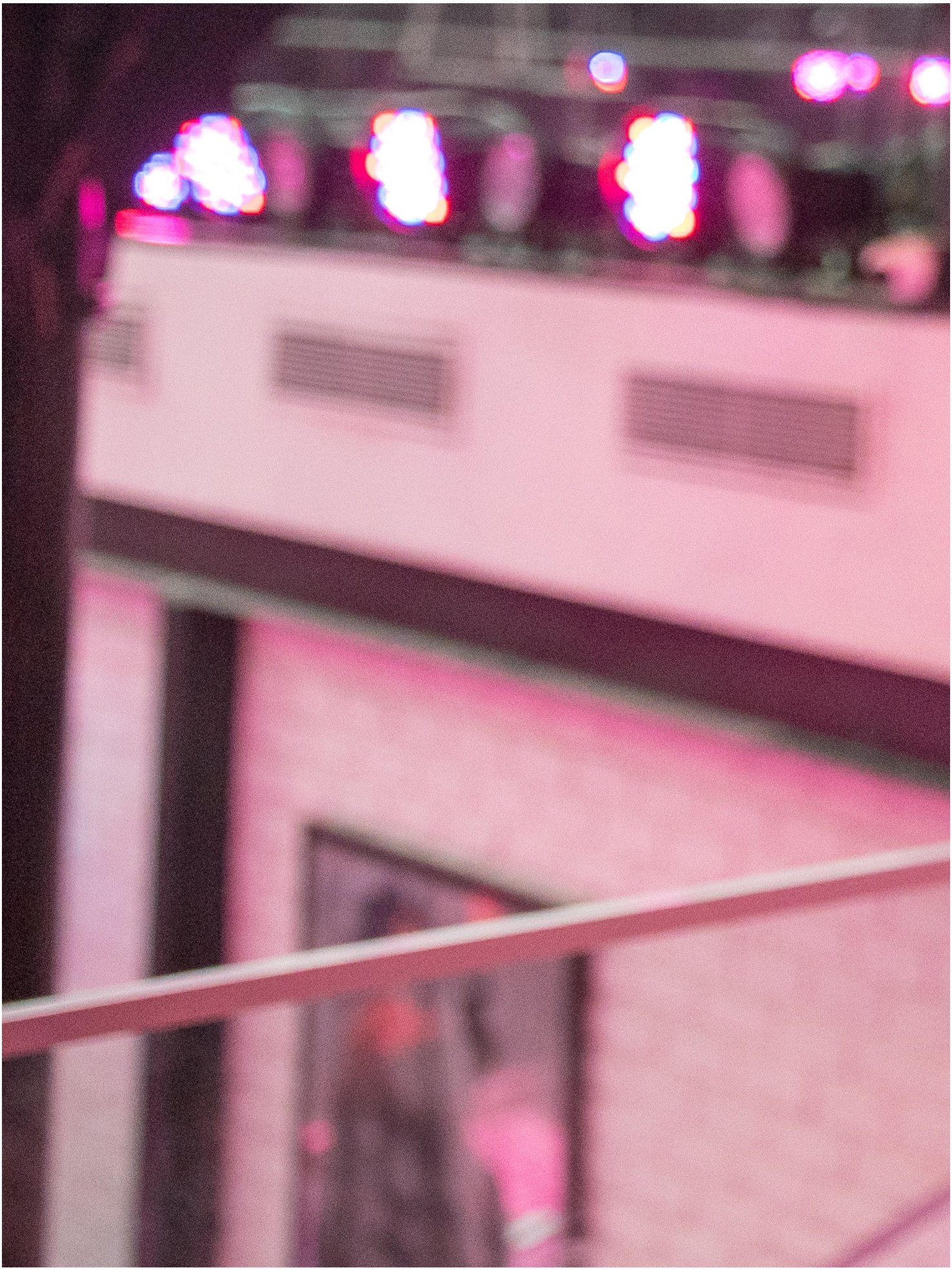
Tinder Newsroom

Gen Z on Tinder is matching on new subcultures of self-expression

~Tinder, in partnership with FILA®, unveils 'All of a Kind', an exclusive collection of 10 unique sneakers exploring the themes of identity and authenticity







INDIA, 28th March, 2022: Tinder, the world's most popular app for sparking connections with new people, has always supported its members' freedom to explore their individuality and how they show up in the app and IRL. Encouraging self-expression and being proud of your uniqueness, Tinder has released a limited-edition, capsule collection of 10 sneakers with FILA, hand illustrated by artists across India, highlighting the theme of identity, authenticity and diversity. Gen-Z's affinity in using sneakers as a way of expression has matured and expanded into a massive addiction, and sneakers have evolved from mere casual dressing to a celebration of one's identity and personality. In fact, 'sneaker' as an interest grew by 2.5X in 2021, which is proof that sneakers are a legit reflection of Gen Z's vibe and tribe.

Using the FILA® Disruptor II sneakers as a canvas for self expression, 10 popular illustrators,Priya Dali, Nishanth Sanjay, Pearl D'souza, Param Sahib, Sassage Stickers, Aravani Art Project, Sangeetha Alwar, Surbi Sharma, Sanskar Sawant and Namita Sunil, explored narratives such as love, kindness, resilience, inner demons, rebellion and nature and how they resonate with Gen-Z Indians todaySaigun Grover, founder Courtside, also conducted a special masterclass for the artists to share tips and tricks on sneaker customisation. With*All of a Kind'*, Tinder amplifies the voices of young artists and highlights how the app is an inclusive space allowing members the freedom to express themselves in the way they want. Through Tinder's interactive space Explore, which launched in September 2021, members can even match, chat and have fun experiences with anyone who shares the same interests around various topics including art and creativity!

"Inclusivity and acceptance are core values at Tinder and drive all our efforts. Regardless of gender identity and orientation, everyone is welcome on Tinder, and this gives them the freedom to make authentic connections based on who they are and what they want." said **Taru Kapoor, General Manager, Tinder and Match Group, India.***"Streetwear symbols like sneakers are gender-neutral, and strike against the rules and rituals of a conformist age that our Gen-Z members embody. The 'All of a Kind' collection is a brazen declaration of Gen Z individuality, pieces of wearable art that speaks volumes about their values, and a reminder for this generation that the key to finding yourself lies in authenticity and being your true self."*

Sneakerheads can enter a contest to win the shoes onwww.allofakind.in. Contestants have to answer a simple question and pledge an amount they'd like to donate in case they win. All proceeds from the contest winners will be donated to Crea World, an international human rights organization that promotes, protects, and advances human rights and the sexual freedoms of all people. The sneakers are also available for display at Mainstreet along with other locations across Delhi, Bangalore and Bombay from 28th March to 10th of April.

"We at FILA are delighted to join hands with Tinder in this one of a kind collaboration. As a brand, we are all about expressing 'yourself' in a way 'you' want to. And it is exciting to see what these artists have done to bring this philosophy to life on our iconic Disruptors, through their creative expression. More thrilled that this activation is done with an intent to raise funds for the NGO – Crea World, by auctioning these collectibles" said Rohan Batra, Managing Director, Cravatex Brands Limited.

Additional assets available online: Photos (1) Video (1)

https://in.tinderpressroom.com/2022-Gen-Z-on-Tinder-is-matching-on-new-subcultures-of-self-expression