

The Ball's in Her Court: 'Femdom' Couple Stop Wimbledon Crowd in Their Tracks

London, UK - 9th of July, 2026

Forget whips, latex clothing and dingy clubs, the nation's female doms are more likely to be found queueing for tennis than wandering the backstreets of Soho.

Key points

- Despite nearly half (46%) of UK adults being unsure about female-led relationships or thinking they are 'not for them', a third (33%) of women may have already been in one without even realising it
- Even though just over a fifth (22%) believe female-led relationships are solely linked to BDSM, kinks and whips, 55% support the values FLRs represent, including trust, clear communication and female empowerment
- 47% believe women increasingly take the lead in modern relationships and a third (33%) would be open to trying a relationship that challenges conventional gender roles
- Female-led dating app Chyrpe serves up a stunt ahead of the Wimbledon Ladies' Semi-Finals to challenge the misconception that female-led relationships (FLR) are purely kink-based

That's the message from Chyrpe, the leading app for female-led dating, which is serving up a playful stunt alongside new research¹ suggesting 22% of UK adults may currently be in or have previously been in a female-led relationship without even realising it, with a third (33%) of women potentially having already been in one without knowing. While many still dismiss this type of relationship as kink-driven (22%), new findings suggest they may already be happening in far more everyday, mainstream relationships than expected.

To coincide with the Wimbledon Ladies' Semi-Finals on the 9th of July, Chyrpe has staged a provocative photo shoot featuring a polished, impeccably dressed female dom as the picture-perfect tennis spectator, accompanied by her devoted partner dressed head-to-toe in classic Wimbledon-attire, complete with a tennis ball gag, whip and leash, plus a basket of strawberries at the ready.





The playful campaign aims to challenge the enduring stereotype that female-led relationships belong exclusively to BDSM culture, revealing instead that modern FLRs are becoming an increasingly mainstream relationship dynamic built on communication, trust and mutual agreement.

It comes as new research reveals that a third (33%) of UK adults would be open to a relationship that challenges conventional gender roles, while nearly half (47%) believe women increasingly take the lead in modern relationships - with this view being more common among women (50%) than men (43%).

Despite nearly half (46%) being unsure if they would want to be in a FLR, or thinking it's 'not for them', over one in two (55%) support the values an FLR represents, including trust, clear communication and female empowerment.

And whilst a fifth (20%) of men think they'd be happy in an FLR in principle, 13% would avoid talking about it with their mates.

Perhaps most tellingly, one in five (20%) admit they wouldn't be able to identify a female-led relationship simply by looking at a couple, reinforcing the campaign's central message that these relationships are in plain sight.

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The research also reveals a generational shift in attitudes, with 6 in 10 (60%) saying relationship dynamics are becoming more fluid than previous generations, and 52% of Gen Zs² believing traditional relationship roles are outdated, compared to 35% of Gen X-ers³. This reflects a broader societal trend, with growing numbers of younger people showing increasing interest in more female-empowering relationship dynamics, a shift Chyrpe serves and the data predicts, will likely become more pronounced over the next decade as these cohorts mature and shape mainstream relationship norms.

In line with persistent stereotypes, 1 in 5 (22%) believe female-led relationships are linked to BDSM, kinks and whips, highlighting the disconnect between perception and reality that the campaign seeks to challenge. Yet beyond these misconceptions, 38% don't associate this type of relationship with anything in particular, suggesting a significant lack of awareness about the value and benefits it provides.

With more than two million downloads and millions of matches across more than 120 countries, Chyrpe believes changing attitudes towards power dynamics are fuelling growing interest in female-led dating.

Anya Yuri, Chief Marketing Officer for Chyrpe, says: *"There's still a misconception that female-led relationships belong behind closed doors or in underground clubs, when in reality they're part of everyday life. The woman sitting next to you on Centre Court or queuing for strawberries could easily be the one calling the shots at home."*

"FLRs aren't defined by stereotypes, they're built on trust, communication and mutual agreement. With our WimbleDOM stunt, we're using one of Britain's most iconic sporting events to show that these relationships are becoming increasingly mainstream and far more common than many people realise."

The message is simple: Join [Chyrpe](#) and find your WimbleDOM.

About the Study

¹ The research was conducted by Censuswide, among a sample of 2,001 UK Adults (natrep 18+). The data was collected between 29.06.2026 - 01.07.2026. Censuswide is a member of the Market Research Society (MRS) and the British Polling Council (BPC), and a signatory of the Global Data Quality Pledge. We adhere to the MRS Code of Conduct and ESOMAR principles.

² Gen Zs refer to those in the 18-24 age bracket.

³ Gen X-ers refer to the 45-54 age bracket.



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About Chyrpe

Chyrpe is the dating app for female-led and femdom relationships. Since its launch in May 2024, it has been downloaded around two million times on the App Store and Google Play, facilitating millions of connections in more than 120 countries. With full user verification, Chyrpe provides a trusted space built from the ground up to support a wide range of female-led and femdom dating dynamics.

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