Press release

Tin Man appointed by female-led dating platform Chyrpe

London, UK - October, 2026

Tin Man has been appointed by Chyrpe, the platform for female-led dating, to spearhead its consumer press office and PR campaign programme across the UK and US.

The appointment follows a successful PR activation at Wimbledon Ladies' Semi-Finals earlier this year, which challenged perceptions of female-led dating. Building on this momentum, the partnership will see Tin Man raise awareness of Chyrpe and its mission to normalise female-led relationships through culturally relevant storytelling and thought-provoking earned campaigns.

Hannah Milne, Business Director at Tin Man, said: "Chyrpe offers a fresh perspective on dating and building connections, with a unique focus on women's experience. It's time we showed the world that there are other, less restrictive ways to find relationships, and we're excited to lead this conversation with Chyrpe."

Anya Yuri, CMO at Chyrpe, said: "Chyrpe was created to solve a visibility and compatibility problem: people seeking female-led relationships often have to explain themselves, navigate stigma, or search through dating platforms designed around traditional or outdated relationship expectations. Chyrpe puts women's agency, boundaries and relationship preferences at the centre of the dating experience. Tin Man impressed us with their understanding of our mission and their creative thinking around how to bring Chyrpe further into the mainstream conversation. We're excited to work together to challenge perceptions, reach new audiences and bring greater visibility to female-led relationships."

Chyrpe joins Tin Man's portfolio of women's focused consumer brands such as sexual wellness brand LELO and feminine health brand Intimina.

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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 more than a 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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