3nder, the dating app known for threesomes, rebrands to Feeld; lands on Android. Tinder lawsuit ongoing

Tuesday 2 August, 2016

3nder, the dating app for openminded singles and couples, has rebranded to Feeld: Discover the Undiscovered. The rebrand furthers the company's position as the dating app for openminded discovery unrestricted by sexuality, gender or relationship. Feeld is now live on Google Play. Such momentum from the team of ten indicates their refusal to be slowed down by the ongoing lawsuit from Tinder.

At two years old, Feeld leads what other industries are now seeing: sexual fluidity is increasingly embraced by society. According to research from the J. Walter Thompson Innovation Group, the rising generation, Generation Z, is gender fluid and does not want to be labelled.[1] They report, “over a third of Gen Z respondents also strongly agreed that gender did not define a person as much as it used to."[2] With the majority of its members ages 18-26, Feeld is designing for the future.[3]

Dimo Trifonov, founder of Feeld and a full-time tech brand designer before devoting himself to Feeld, says “Feeld is inspired by endless curiosity and growth. Technology evolves faster than society but humans and love are not stagnant creatures. We live in a world where people desire free movement, open ideas, and flexible minds. We celebrate these values in all other areas of our life - so why not in the most personal sense - sexuality?”

Over 1.57M iOS members have downloaded Feeld since its launch in July 2014, an increase of 65% in the last year.[4] With 600 matches an hour, members send 3M messages a month. Joining them will be the over 78,000 people on the Android waitlist.[5] The largest set of new members is expected to be from Brazil, already home to two of Feeld’s top 10 cities: São Paulo (#2) and Rio De Janeiro (#7).[6] (Rio has recently moved into the top 10, something the team attributes to the 2016 Olympic Games.) In addition to English, Feeld for Android is available in Spanish, Portuguese and Russian. Feeld’s first Android release marks another significant milestone in the company’s funding, the first being an Seed round of $500,000 in October 2015.[7]

The rebrand from 3nder to Feeld is only the beginning of the company's long term vision. As Trifonov continues, “A future rebrand has always been part of my long term thinking for the company. Early on it was clear 3nder was more than just an app for threesomes. Feeld is a place where people feel free to explore along their personal boundaries. With a highly vocal Android waitlist, it makes sense to rebrand the entire company to better express our position.”

Feeld distinguishes itself through ethics and aesthetics, which it practices through beautiful design, corporate transparency and self-management. It is currently fighting a lawsuit from Tinder which is expected to have major implications for start-ups based in the UK and EU. Tinder claims the use of “3nder” infringes on its trademark, and 3nder purposely seeks to mislead Tinder users. Feeld has never sought to be associated with Tinder and is denying both claims. (Tinder's is one of Match Group's 45+ digital dating services; Match has approximately 23.7% of the global dating market.)[8] Feeld believes the rebrand will further distinguish itself from Tinder and all other dating apps, something it has already sought to do through its offerings, audience and values.[9]

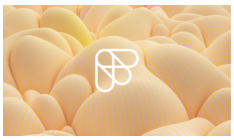
References:

[1] - J. Walter Thompson Innovation Group, Report Trend: Generation Z
[2] - J. Walter Thompson Innovation Group, Report Trend: Generation Z
[3] - Feeld Proprietary Data
[4] - Feeld Proprietary Data
[5] - Feeld Proprietary Data
[6] - Feeld Proprietary Data (Feeld's Top 5 Markets by Unique Users: 1. London, 2. New York, 3. São Paolo, 4. Los Angeles, 5. Paris)

[7] - 3nder Announced $500,000 in Seed Funding

[8] - Match Group Investor Relations

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[9] - Tinder Sues to Shut Down 3nder

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About Feeld:

Feeld is the evolution of love. When a young couple couldn't find a way to explore their sexual curiosities in a pleasing and positive way through technology, they decided to build it themselves. Valuing ethics and aesthetics above all, the company was founded in London in February 2014 as 3nder, and rebranded to Feeld in August 2016. In two years, Feeld has quickly become the world's leading dating app for curious, open-minded singles and couples. Feeld is available in the App Store and Google Play.

www.feeld.co

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