Feeld, previously known as the threesome app, relaunches with brand new design and mission

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Feeld for iOS and Android: Reimagined from the ground up

LONDON, UK — December 3, 2017 — Feeld, the first dating platform for couples and singles, has released a redesigned and rewritten mobile app for iOS and Android. In what is the first of the company's many upcoming updates, the new Feeld features an account pairing option, a redesigned personal space and navigation and a location change feature, making it easier than ever for the curious and open-minded to come together.

"This is just the first step in laying the foundation for what the new Feeld experience will be," said Dimo Trifonov, Feeld founder and CEO. "We're focused on perfecting our product for our community as well as consolidating Feeld as a space for meaningful, deliberate experience. We wanted to reimagine what's possible and bring likeminded people together while opening up their perceptions of others. We want to normalise conversations around sexuality and enable our members to express themselves honestly outside a bubble of existing expectations."

First launched in 2014, Feeld was the first dating platform for couples looking to open up and meet other pairs and singles. Dedicated to creating and maintaining an inclusive space free from imposed binaries, the company focused on creating new ground for people acutely under-served by existing dating models and platforms. Emerging as the most prominent space for people of all genders and sexual identities, Feeld has seen its community grow rapidly in less than just two years, with 5m downloads since April 2015. The commitment to openness and self-discovery has been reflected in our member base, with 35% of members using Feeld with a partner and 45% of members identifying as non-heterosexual.

Fostering a space for organic human connection free of echo chamber algorithms, the company's aim is to support openness beyond the virtual and expand the conversation around sexuality and alternative relationship models. The company's commitment to transparency and openness extends to its operations: Feeld is an entirely independent and flat organisation. Our commitment to Feeld members' privacy and experience means we channel what we learn (and earn) only into improving our product. No data is ever sold to ad platforms or third parties, and never will.

The new app provides a cohesive experience between design and function, enabling members to safely and effortlessly connect while moving away from a conventional dating app interface and UX. Enhancing our members' experience and communication, this is a product truer to Feeld's design philosophy: to recreate what desire looks and feels like.

Key new app features include:

* Paired profiles – pair your account with a partner and add them to your existing Connections.

* Redesigned personal space – profiles are presented in a striking, more personal way.

* Feeld Cores – teleport yourself to one of Feeld's most populated areas – London, New York or Sao Paulo – and browse through thousands of humans. Custom Cores enabling you to teleport anywhere in the world coming soon.

* New navigation – no need to like or dislike on the spot. Now you can 'walk past' people and return to someone later.

* Majestic Membership now on Android – Know when people want to connect. Hide from Facebook friends. See when a member was last active. Feeld's exclusive Majestic Membership features are now available on Android for the first time.

Feeld is available for download in the App Store and Play Store.

For screenshots please download image assets from our Media Kit.

ABOUT FEELD

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Feeld is a dating platform for open-minded couples and singles. Founded in London in 2014, Feeld is a fully remote design-led company. For more information and to sign up for Feeld, visit feeld.co.

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