Sugar Daddies are the New Father Christmas for Young Women!

Thursday 12 December, 2019

Sugar Daddies have become the new santa claus, Sugarcoupling.com believes so! But they aren't all super rich, increasingly many are married, middle aged professional men, who can afford to keep a young woman as an ' occasional ' girlfriend.

It's free for all sugar babies to join, and send/receive messages to/from sugar daddies worldwide. Sugar dating started as a niche dating sector but is becoming more and more a mainstream phenomenon. The main participants are wealthy older men who match with younger beautiful women, for dating and to spoil and pamper with gifts and treats, fine dining and holidays. Some say it's a trade off, the once middle aged (invisible) successful professional man, is now a sought after species in this sugar dating arena.

The Parent trap actor Dennis Quaid 65, who is dating his 26 year old fiancée Laura Savoie**,** a PhD student he met in October this year and is alleged to have met via the sugar dating platform. Studies across all cultures and nations have shown a consistent trend for men to have younger partners.

Sugarcoupling.com the global sugar dating site has launched it's Sugar dating platform on a rainy London UK, with 30 iconic black London taxis (hackney carriage) spreading the word about sugar dating in the Greater London area. The sugar dating platform is set up to facilitate the coming together of two disparate groups; where old and rich meet young and beautiful, in an honest upfront world where each party lays out what they want from the get-go, in order to meet those who have a similar mindset and are ' seeking an arrangement'.

Clarissa Morant an executive at the online sugar daddy dating site said: *' increasingly sugar dating is the new normal for many young women who want a better lifestyle Today, while they are still young and up for fun, being spoiled and treated to luxuries during dating. Sugar daddies are literally the new Father Christmas for young women as he comes bearing gifts and luxuries every month of the year* :) '.

' *All the leading mainstream dating sites have noticed this, and where once they turned up their noses at the then niche sugar dating sector 5 years ago, they now include sugar dating phrases in their websites key words to attract that portion of potential customers via the organic search engines, even though they don't actually cater for sugar daddies and sugar babies '*.

A recent poll of three thousand females who attend 10 leading colleges and universities found that 1 in 6 had a sugar daddy or were actively registered on sugar dating sites to find a ' mentor ' sugar daddy, who could assist them by mitigating tuition fees and student debt.

- 83% admitted they would be interested in a sugar dating relationship.
- 74% said they would enter into a sugar dating relationship if it was on an exclusive basis.
- 81% said they believed that sugar dating relationships were more honest.

'Chloe' a student at Goldsmiths college said ' *she would struggle to survive* ' without the support of her sugar daddy, but wouldn't be drawn on what the workings of her sugar daddy arrangement entails.

Trying to meet people in bars and clubs can feel like a younger person's game, especially when you need a single friend and a babysitter to get there. Because of its 'anything is possible', 'candy-shop' appeal, sugar dating just encourages men to cherry-pick their ideal – usually younger and beautiful – mate in the prime of their life.

This can be depressing if you're a woman of a certain age. Many younger men are also keen to meet older successful women ' sugar mommas ', so the site caters for those too, allowing them to search for younger ' sugar toyboys ' or successful older men, more closer to their own age.

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Susan Quilliam, a relationships expert and agony aunt, said that " some women were suffering terribly".

"*On dating sites men have the pick, up and down the age range. They are also much more in a rush to get into a new relationship and are much less likely to give someone a second chance, which may seem callous but they are much more likely to fall in love quickly. For men, it's a case of you fulfil the criteria, let's buy the double duvet.* "

"*Women are more cautious. It's a shame men aim for the younger age range because women of 45 and 55 are arguably much more sexually mature and able to give a lot more pleasure than, say, a woman of 25*."

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1) The name of the street & location eg; Mayfair, you saw it on,

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3) Date.

Send photo to promotion@sugarcoupling.com

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