Tinder Newsroom

Tinder and Ian Charms Release Wearable “Dating Advice” for Singles Entering Uncuffing Season



Forget the Valentine’s Day pressure; this kitschy jewelry drop is designed to treat the weak knees, 2 AM voice memos, and the unfiltered reality of Uncuffing Season.



LOS ANGELES, February 4, 2026 - Today, Tinder and cult-favorite jewelry brand **Ian Charms** are prescribing a literal dose of self-expression with the launch of “Dating Advice,” a jewelry collection designed to help singles navigate the high-voltage side effects of putting themselves out there.

As Peak Season wraps, Tinder’s biggest surge of global activity hits during **Uncuffing Season (February 15–March 31)**[1], as recently uncuffed singles re-enter the dating pool with summer on the horizon. Ditching February’s polished, picture-perfect romance, the collaboration delivers a limited-edition drop of handmade, kitschy jewelry that doubles as the ultimate "big sister advice" every single needs.

Designed to celebrate the messy, humorous reality of dating, the collection shows that if love comes with side effects like “irrational confidence” or “first-date butterflies,” you might as well wear them proudly.

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Internet icon Kennedy Eurich lends her candid, “big sis” perspective to the collaboration, which acts as a wearable extension of a Tinder profile at a moment when Tinder users have engaged in up to 20% more four-way conversations than in years past[1].

“This partnership celebrates the plot twists of dating, the moments that make you laugh, cringe, or rethink everything,” **says Melissa Hobley, Chief Marketing Officer at Tinder.** “If you’re going to be in the trenches of a crush, Ian Charms is the ultimate uniform for showing up with main character energy.”

The drop features Ian Charms' signature "chaos-core" beads and charms, designed to be icebreakers in their own right.

"Ian Charms has always been for the people who are 'too much' for a beige-flag world," says**Lisa Sahakian, Founder and CEO of Ian Charms**. "Dating is a trip, so we wanted the packaging to feel like a literal prescription for the plot twists. Working with Tinder lets us turn those weird, high-energy dating feelings into something loud and wearable. If your crush is giving you a headache, this is the remedy."



The Tinder x Ian Charms "Dating Advice" Drop Includes 6 Limited-Edition Items:

- **The "Made It Out Alive" Medal Necklace:** A literal badge of honor for anyone who survived the holiday "talking stage" without losing their mind.
- **The "Mint To Be" Ring:** Best used at the first sign of genuine flirtiness; a physical reminder that you're actually a catch.
- **The "Emotional Baggage" Charm:** Designed to be attached to your favorite bag—emotional baggage optional, but highly likely.
- **The "Dating Decoder" Ring:** Your secret weapon for deciphering "u up?" and other cryptic messages; use only for ador-ring or ignore-ring.
- **The "Attachment Issues" Anklet:** A grounded accessory for those who run hot and cold; recommended dosage is one per ankle.
- **The "Textual Chemistry" Necklace:** A high-voltage piece for the fast typists. Warning: Do not operate your cellular device while feeling this enjoy-able.

The limited-edition collection is now available until supplies last. For more information on how to score the drop, visit lancharms.com.

About Tinder

Launched in 2012, Tinder® revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, It Starts with a Swipe™.

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About Ian Charms

Ian Charms is a female owned, handmade jewelry company based in LA. Named "Ian" charms because the creator's last name (Lisa Sahakian), like many Armenian names, ends in those three letters. For those who like to adorn their necks and wrists with a more personal flair, Ian Charms will work with you to craft a custom piece, just start the process by ordering the type of custom jewelry you'd like. Notable fans of the brand include Justin Bieber, Dua Lipa, Julia Fox & Doja Cat, among others.

IanCharms.com

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[1]*Tinder data comparing the period of 15 February to 31 March 2025 with yearly averages.*

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