

LoveShackFancy and Tinder Turn Crushing into an IRL Experience



From September 18–20, experience the Secret Crush Café pop-up to celebrate LoveShackFancy's latest fragrance and their limited-edition, co-branded capsule collection with Tinder.

New York, NY— LoveShackFancy and Tinder are teaming up to turn crush-worthy sparks into reality. In celebration of LoveShackFancy's newest fragrance, Secret Crush, the two brands are unveiling the Secret Crush Café—a three-day pop-up experience at Dante Aperitivo in Manhattan's West Village, September 18–20, paired with an exclusive capsule collection that blends LoveShackFancy's whimsical flair with Tinder's spark-making power.

From September 18–20, Dante Aperitivo in Manhattan's West Village will host the pop-up, inviting guests to turn crush-worthy sparks into real-life moments. Tickets for the three-day Secret Crush Café experience are available now on [Eventbrite](#).

The collaboration also includes a limited-edition, ready-to-wear capsule collection, showcasing playful pieces adorned with LoveShackFancy's signature Secret Crush print and Tinder's iconic Flame. Highlights include button-up and boxer pajama sets, a Secret Crush tank top, and a cosmetic bag, available exclusively on [LoveShackFancy.com](#) launching on September 19.



Tinder is the first place many experience the rush, thrill and possibility that comes with having a crush. Now, with the Secret Crush Café and capsule collection, those feelings are coming to life IRL, proving that sparks aren't just imaginary, they're what make dating fun.

"At Tinder, we believe meeting someone new should feel exciting, not exhausting. A crush is where that thrill begins — the butterflies, the sparks, the possibility of what could be," said Melissa Hopley, Tinder Chief Marketing Officer. "With the Secret Crush Café and capsule, we're celebrating that feeling IRL, alongside LoveShackFancy's romantic, playful flair. The collection is giving total pajama party meets first-date energy — from the oversized button-up that feels like the one your Tinder Match 'borrowed' and never gave back, to the Secret Crush boxers that nail the cozy movie-night vibe. It's those effortless, flirty sparks — the kind that start on Tinder and turn into real moments — that we're bringing to life together."

Secret Crush Eau de Parfum is LoveShackFancy's most highly anticipated scent. It is the sixth full-sized fragrance in the collection, a warm & sweet gourmand with key notes of whipped vanilla, champagne accord, and frosted chantilly. As with all of the other scents, it is clean, vegan and cruelty-free. The Secret Crush Café has been designed to embody the perfume and bring it to life through special activations, vanilla-infused treats, and more.

"If you know me, you know *I love love*—so what better way to celebrate our most crush-worthy fragrance (my dream vanilla scent!) than by partnering with the world's most popular dating app, Tinder? Together we dreamed up the Secret Crush Café—a romantic, flirty escape filled with vanilla-infused everything and a capsule collection made for falling in love," shares LoveShackFancy Founder and Creative Director, Rebecca Hessel Cohen.

To attend the pop-up, guests can purchase tickets on eventbrite starting on September 9th. The tickets will be tiered allowing different perks per tier. There is a \$65 entry level option and a \$125 deluxe option. The higher-tiered ticket holders will each go home with a free, full-sized Secret Crush perfume (valued at \$125). Once inside this whipped vanilla world, guests will be treated to a beautifully curated menu with signature drinks, decadent desserts and tea-time bites, a photo booth moment to remember, exclusive shopping and so much more, all done in the signature LoveShackFancy style an overflow of bows, whimsy and flowers

Secret Crush Eau de Parfum debuts online and in store at LoveShackFancy and Sephora on September 19th. Sephora App members will receive exclusive early access a day before on September 18th.

The limited-edition LoveShackFancy capsule collection in partnership with Tinder will be available for purchase on [loveshackfancy.com](https://www.loveshackfancy.com) beginning September 19th.

About LoveShackFancy

LoveShackFancy is a global fashion, beauty, home and lifestyle brand founded by Rebecca Hessel Cohen in 2013. It was created to celebrate love and revel in the beauty of a flower-filled, rose-colored world. Here, everyday is an occasion and your wildest dreams can become reality.

The LoveShackFancy aesthetic marries vintage inspiration with a fun and modern take on femininity: An overflow of pink, prints, ruffles and lace that speaks not just to romantics at heart but anyone who wants to feel beautiful and confident in their own skin. The bows that can be found across LoveShackFancy clothing, perfume, bedding and kids collections perfectly encapsulate the spirit of the brand—a balance of softness and strength, and an undeniable charm that has no age or time limit.

Today, LoveShackFancy is an award-winning and family-owned company with 23 stores worldwide, 450 retail partners, and collaborations with Stanley, Gap, Roller

Rabbit, Kendra Scott, Cotton, Pottery Barn, State, Bogner, Supergoop, Hurley, American Girl, Roblox and Bandier. LoveShackFancy has received the WWD Award for The Best Performing Fashion Company and Rebecca has been honored with the Entrepreneurship Award at the Fashion Institute Annual Awards Gala and Visionary Of The Year at The Guild Hall Visionaries Event, and featured on the cover of the *New York Times Style* section. Millions of friends have joined the party, sharing in the belief that being in love with love is a state of mind that can take you farther than you ever imagined.

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™". Tinder, Swipe, and It Starts with a Swipe™ are registered trademarks of Tinder LLC.

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