

Tinder and Summer Walker Team Up to Celebrate New Beginnings with “Finally Over It”



The Grammy-nominated artist, Summer Walker, makes her Tinder debut—inviting fans to embrace self-exploration, connection, and the power of moving on.

LOS ANGELES, November 25, 2025 - Tinder and Grammy-nominated artist Summer Walker are teaming up to celebrate the release of her new album *Finally Over It* and the freedom that comes with starting fresh.

The collaboration, inspired by Summer’s journey of self-discovery, brings her signature honesty and vulnerability to the Tinder community. As part of the partnership, Summer will make her official Tinder debut, creating a profile that invites fans to see her in a new light: unfiltered, authentic, and ready for what’s next.

According to Internal Tinder data, mentions of “healing” in bios grew by about 615% year-over-year, reflecting a strong rise in self-growth themes among users.¹

“Summer’s music has always been about finding yourself, letting go of what doesn’t serve you, and showing up as your most authentic self,” said Devyn Simone, Tinder’s Resident Relationship Expert. “That’s the same energy we’re seeing from Gen Z daters right now. They’re redefining what it means to start fresh, and this partnership is a reminder that getting back out there isn’t just about dating again. It’s about loving yourself enough to try.”

According to Internal Tinder data, mentions in [bios/profiles] of “starting fresh” and “new chapter” rose steadily among younger users (18–25) throughout 2025, increasing by approximately 400% and 500% year over year, respectively, reflecting a growing focus on renewal and self-discovery.²

The campaign’s mantra, “Finally Over It. Finally joining Tinder.”, captures the moment perfectly: a playful, powerful declaration that moving on can be something to celebrate.

To mark the occasion, Tinder and Summer are also introducing a limited-edition “Finally Over It” Date Night Kit inclusive of a curated experience designed to spark connection and help fans romanticize their own fresh starts. But at its heart, the collaboration is about something deeper: embracing the freedom, fun, and self-awareness that come with exploring who you are and what you want through dating.

With *Finally Over It*, Summer Walker gives voice to the beauty of starting again. And with Tinder, she’s inviting everyone to join her in celebrating it.

¹Internal Tinder data from Nov 2024-Nov 2025 with per day averages globally.

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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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