Tinder Newsroom

Diesel and Tinder unveil ‘For Successful Loving’

A fashion collaboration celebrating love in all forms

LOS ANGELES, May 27, 2026 - Diesel and Tinder announce ‘For Successful Loving,’ a creative partnership to celebrate Pride 2026. The project includes a capsule collection and campaign designed to amplify the message of LGBTQIA+ freedom of expression, sexuality, individuality and inclusivity that anchors Diesel and Tinder’s values and identity.

An apt reimagining of Diesel’s iconic ‘For Successful Living’ manifesto, ‘For Successful Loving’ reinterprets Diesel’s codes of fearless self-expression through Tinder’s lens of attraction, intimacy and connection. Instead of limiting and labeling love, For Successful Living expands and explores its definition.

The ‘For Successful Loving’ campaign is conceived as a documentary-style audition exploring the ever-evolving concept of love; the same spirit of curiosity and openness that drives millions of connections on Tinder every day. American artist, model and fashion designer Gigi Goode conducts candid and intimate interviews with a cast of LGBTQIA+ community members, each looking for love in its many splendored forms. Gigi gets under the covers with individuals and couples to discuss personal preferences, quirks, styles, philosophies and life lessons that define success across the entire spectrum of love and relationships. Shot in lo-fi, VHS-style raw footage, the tone is authentic, curious and completely judgement-free. The questions and subjects range from tender, emotional and vulnerable to blunt, casual and hilarious.

“Working with Tinder on ‘For Successful Loving’ felt like tapping into the same mindset. It’s not about idealizing love, but defending it and giving it a voice, one that creates space for all its forms, and above all, for something real. The ‘For Successful Loving’ manifesto reflects a shared attitude: no rules, no fixed definitions, just the freedom to connect on your own terms. That’s where our worlds meet. Only in this way can love truly succeed.” — Glenn Martens, Creative Director of Diesel.

The Diesel x Tinder capsule is a 17-piece collection spanning men’s, women’s and unisex ready-to-wear, denim and accessories cobranded with a jacquard tag at the center back that displays both brands’ logos and the ‘For Successful Loving’ slogan. Ribbed jersey T-shirts, tanks, a polo and a tank dress are treated with burnout devore. Women’s pieces feature trompe l’oeil lace lingerie, while men’s polo features an all-over lace burnout. Jeans, jean shorts, bras and briefs from the logo underwear collection tease glimpses of flesh beneath burnout devore. Accessories include a ‘For Successful Loving’ branded denim baseball hat and a Diesel x Tinder charm keychain.

“‘For Successful Loving’ is about opening up the possibilities of what love can look like. For so many people, especially within the LGBTQIA+ community, love has always been expansive, fluid, and deeply personal. At Tinder, we don’t define what successful love looks like. We help people discover it for themselves, and this partnership and collection with Diesel celebrates that spirit of exploration, visibility, and connection." — Melissa Hobley, Chief Marketing Officer at Tinder.

In support of Pride, and separate from the capsule collection, Diesel, through the OTB Foundation, and Tinder have made a combined donation of $200,000 to Outright International, with each partner contributing $100,000. The donation will support Outright’s International inclusive solutions: financial security, socio-economic growth, and job opportunities for LGBTIQIA+ people, which aims to enhance equitable and sustainable access to income for LGBTIQIA+ individuals by facilitating entry into formal employment and providing guidance, support, and coaching for the development of small and medium-sized enterprises.

Through this contribution, an LGBTIQIA+ organization partner in each participating country will receive funding to implement the program over a twelve-month period, from July 1, 2026, to June 30, 2027, in close collaboration with Outright. The initiative will be carried out across four countries (Colombia in Latin America and the Caribbean, South Africa in Africa, Ukraine in Central and Eastern Europe, and the Philippines in Asia) with the objective of increasing the employability and participation of

LGBTIQIA+ individuals in formal employment and business creation, strengthening inclusive employment policies and practices within the private sector, and improving retention and career progression opportunities for LGBTIQIA+ employees.

Successful loving can take many forms, romantic or platonic, joyful or heartbreaking, awkward or humorous, but it is always deeply human. Diesel x Tinder ‘For Successful Loving’ is a joyous celebration of love and connection across all identities, expressions, and preferences.

The Diesel x Tinder ‘For Successful Loving’ capsule will be available in selected Diesel stores worldwide and on Diesel.com starting May 27, inviting everyone to explore love in all its forms.

ABOUT DIESEL:
Diesel is an innovative international lifestyle company, founded by Renzo Rosso in 1978. Rooted in denim mastery and evolved into being a leader in premium fashion, Diesel is now a true alternative to the established luxury market. Since 2020, Diesel's collections are overseen by creative director Glenn Martens, including apparel, accessories and a wide range of lifestyle collaborations: from eyewear, fragrances, watches and jewelry to interior design and real estate projects with Diesel Living. Discovering, supporting, and fostering creativity is part of Diesel DNA and of its parenting company OTB, the international fashion and luxury group powering a variety of global iconic brands and companies.

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ABOUT TINDER:
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, serving 185+ countries and 60+ languages - a scale unmatched by any other app in the category. Tinder, Swipe, the flame logo, and It Starts with a Swipe are all trademarks of Tinder LLC.

ABOUT OUTRIGHT INTERNATIONAL:
Outright International is a leading international human rights organization dedicated to improving the lives of people who experience discrimination or abuse on the basis of their real or perceived sexual orientation, gender identity or expression. Outright strengthens the capacity of the LGBTIQ movement worldwide, documents human rights violations against LGBTIQ people and advocates for the human rights and equality of LGBTIQ people with partners at the United Nations and around the globe. Founded in 1990, today, Outright works with partners in over 100 countries with a focus on advancing equality, resilience, and inclusion for LGBTIQ communities through both direct support and systemic, enabling environment-level change initiatives. www.outright.org

ABOUT OTB FOUNDATION:
OTB Foundation was established in 2006 as the non-profit organization of the OTB Group. Created with the mission of acting promptly and concretely in emergency situations and improving people’s lives in a sustainable way by ensuring equal opportunities, it operates in Italy and around the world based on specific selection criteria: direct social impact, sustainability, and innovation. Since its inception, OTB Foundation has invested in over 380 social development projects worldwide, directly impacting the lives of approximately 380,000 people.

www.otbfoundation.org

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