

Ottolinger x Tinder: Fashion Meets Connection in a ‘Re/Pair’ of Style and Emotion

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Paris — Can fashion and technology help mend human connections? Berlin-based label **Ottolinger** thinks so. During **Paris Fashion Week**, the avant-garde brand unveiled an unexpected collaboration with the dating app **Tinder** — and the result is as emotional as it is experimental.

The collection, titled “**Re/Pair**,” explores the beauty of connection, transformation, and second chances — both in relationships and in garments. The project bridges two worlds: **Ottolinger’s deconstructed design ethos** and **Tinder’s digital matchmaking spirit**, creating something deeply human out of the mechanical.

?? Upcycling Meets Emotional Healing

At the heart of the collaboration is the “Re/Pair” capsule, where fashion becomes a metaphor for mending what’s been broken. Influencers like **Kicki Yang Zhang**, **Lin Lin**, and model **Aweng Chuol** donated their pre-loved garments. These pieces were **reconstructed in true Ottolinger style** — asymmetrical, raw-edged, and emotionally charged — to symbolize the act of reparation and renewal.

After **Paris Fashion Week**, these one-of-a-kind pieces will be **auctioned to benefit NGO Lambda e.V.**, which advocates for **LGBTQ+ rights, youth empowerment, and inclusivity** across Europe.

“We at Tinder believe in the possibilities that arise when people connect,” shared **Melissa Hobley**, Chief Marketing Officer at Tinder. “Our partnership with Ottolinger expresses this idea through ‘Re/Pair’ — transforming what already exists, from garments to stories or first impressions, into something new and future-oriented.”

? Couple Culture, Reimagined

The second part of the collaboration introduces a **Tinder capsule collection**, blending humor and intimacy. It features **T-shirts** and a **two-part necklace**, both designed to be completed by a counterpart — a fitting nod to the dating app’s mission.

The standout design plays on the iconic “I’m with ____” slogan. In this case, the blank cheekily reads “**Otto**”, transforming the classic couple tee into a **playful streetwear statement**. The necklace, meanwhile, only reveals its full meaning when both halves are joined — a literal symbol of connection.

Available now on the **Ottolinger online shop**, the capsule pieces are priced accessibly, with T-shirts ranging from **€95 to €135** and the necklace at **€85**.

? Fashion for the Digital Heart

Ottolinger and Tinder's collaboration isn't just about style — it's a social experiment. It challenges how we define relationships and sustainability, suggesting that **repairing, reusing, and reconnecting** might be the most fashionable acts of all.

As Paris Fashion Week continues to blur the lines between tech and textile, **Ottolinger's "Re/Pair"** proves that the real luxury lies in human connection — whether stitched into a garment or found in a swipe.

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