

# TfL Says No, Chyrpe Says Yes: Female-Led Dating Takes Over London Streets

London, UK - December 20th, 2025

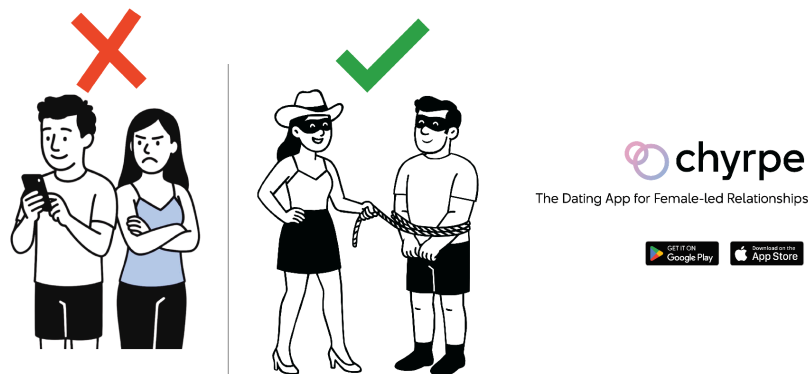
*After Transport for London (TfL) rejected Chyrpe's London Underground billboard campaign for being "potentially offensive," Chyrpe, the leading dating app for female-led and femdom relationships, decided to take matters into its own hands, literally, rolling a branded billboard truck through central London from Thursday, December 18th to Saturday, December 20th.*

## Key points

- **Rejected for female agency:** TfL rejected Chyrpe's Underground campaign on the grounds that imagery showing a woman leading a fully consensual relationship could be "offensive".
- **Taking the message to the streets:** In response, Chyrpe launched a three-day billboard truck activation across central London, using bold, playful copy to celebrate female-led and femdom dynamics.
- The stunt sparked widespread engagement and **positive reactions from pedestrians.**

## Rejected for showing women in control

Chyrpe, the [leading dating app for female-led and femdom relationships](#), faced rejection from Transport for London (TfL) after proposing a London Underground billboard campaign. TfL deemed the imagery, showing a woman leading a fully consensual relationship, as "offensive" or "harmful," even labeling one scene with a woman in control and a consenting man as "potentially violent". Meanwhile, hundreds of ads showing men chasing women or exerting power remain unchallenged. For reference the proposed images below:

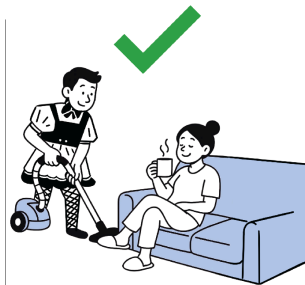


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 **chyrpe**

The Dating App for Female-led Relationships




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The Dating App for Female-led Relationships



## Celebrating women in control

In response, Chyrpe brought its message directly to London streets with a branded billboard truck running from Thursday, December 18th to Saturday, December 20th, stopping at high-traffic locations including Oxford Circus, Regent Street, New Bond Street, Mayfair, Piccadilly Circus, Soho, and Leicester Square. The truck featured bold copy [celebrating female agency](#), including:

- “Bark for her”
- “Worshipping women is what men are made for”
- “We know you like to be stepped on (buy her the Loubs)  ”
- “Do you follow orders like a good boy?”

**Worshipping women is what  
men are made for.**

 **chyrpe**  
female-led dating



 **chyrpe**

## Reactions to the truck

The three-day activation sparked strong reactions on the street. Pedestrians and shoppers were drawn to the truck's eye-blinding presence on dark streets, often stopping to take pictures and film reactions. The response was overwhelmingly positive, particularly among women, who made up the majority of those engaging with the truck and sharing content. One pedestrian summed it up by saying, "Women love it: this is great." The stunt also triggered playful, unexpected moments, with men jokingly starting to bark in response, reinforcing the truck's bold appeal. As another onlooker put it, "The good boy is the favourite of the women," capturing how the activation resonated as both humorous and highly shareable.



## About Chyrpe

Chyrpe is the dating app for female-led and femdom relationships. Since its launch in May 2024, it has been downloaded about a million times on the App Store and Google Play, facilitating millions of matches in more than 120 countries. With full user verification, Chyrpe provides a trusted space built from the ground up to support a wide range of female-led and femdom dating dynamics.



Press release

## Contact details

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