

“Alpha Men” Stay Off Our Dating App!

London, UK - February, 2026

Chyrpe, the dating app for leading women and men who follow, is taking a public stand against self-declared “alpha males,” making it clear that posturing and dominance have no place on a platform built for female-led and femdom relationships.

Key points

- Chyrpe criticizes “alpha masculinity”: The company openly rejects men who are uncomfortable with women in leadership, making it clear that those who feel threatened by female authority are not their target audience.
- Chyrpe challenges current gender norms, celebrating women who lead and partners who embrace submission

The leading app for female-led relationships

Chyrpe, the global dating app [built for women who lead](#) and for the partners who crave that dynamic, has a blunt announcement for self-proclaimed “alpha males”: this isn’t your hunting ground.

As conversations around gender, consent, and modern power dynamics continue to shift, online dating is increasingly becoming a battleground for old norms versus new possibilities. Searches for “FLR” have grown more than tenfold since 2004, peaking in 2025 according to Google Trends, signaling widespread curiosity about female-led relationships. At the same time, many dating platforms remain unwelcoming to men who embrace submission or women who take charge. Built from day one to serve female-led and femdom relationships, Chyrpe has exploded since its May 2024 debut, racking up roughly a million downloads on the App Store and Google Play and sparking millions of connections across more than 120 countries.

“People who find leading women threatening are not our audience”

A key factor behind Chyrpe’s growth is its refusal to cater to men whose “alpha” posturing relies on intimidation, entitlement or control over women, rather than confidence, mutual respect or genuine leadership. “Chyrpe is not for everyone,” says Rachel Rampage, one of Chyrpe’s ambassadors. “It’s for men who are ready to admit what they crave: powerful, commanding women. If you’ve been looking for a place where your submission is valued, Chyrpe is here for you”, says the company.

Every profile on Chyrpe is verified, no exceptions. [That means no catfishing, no shadow identities, and no men posing as something they’re not.](#) Users show up as they are or not



at all. The days of wasting time on fake photos, inflated personas and wishful thinking are over. A Chyrpe survey has shown that for 38% of users trust and safety is the most important thing in online dating.

Proof in the streets of London

Chyrpe didn't just make a statement online, it turned [London into a conversation](#). In December 2025, after Transport for London rejected the company's Underground ads for being "potentially offensive" due to imagery of women in control within fully consensual relationships, Chyrpe hit the streets with a branded billboard truck.

For three days, central London was plastered with unapologetic copy like: *"Bark for her"*, *"Worshipping women is what men are made for"* or *"Do you follow orders like a good boy?"*. Passersby stopped, laughed, debated and filmed. Reaction videos went viral across [TikTok](#), [Instagram](#) and [X](#), igniting thousands of online debates. Some cheered the celebration of female agency, others argued it was too provocative. The overwhelming response proved one thing: Chyrpe is challenging current gender roles.



[Download the picture](#)

Chyrpe reverses the traditional roles

Chyrpe isn't just removing "alpha posturing", it's building the inverse. Here, women call the shots and partners who thrive under female authority are celebrated, not shamed.

[Femdom relationships aren't a taboo, but just the point.](#) A Chyrpe survey has shown that 70% of users on the app are specifically looking to find a long-term female-led relationship.

No "kings." No "high-value men" policing femininity. No lectures about how women need to behave. If your identity depends on being the loudest guy in the room, the door is open and it leads back to every other app. Chyrpe's message couldn't be clearer: We're here for [women in charge](#) and the people who respect them. "Alpha" branding? Do us all a favor and take it somewhere else.

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 connections 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.

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