

Handcuffed Men shock crowds in Camden

London, UK - 22nd of February, 2026

Groups of handcuffed men appeared yesterday across Camden Town as Chyrpe, the dating app for female-led relationships, launched a provocative street stunt designed to start a conversation about power, consent and why women should lead in modern dating.

Key points

- Several groups of men wearing shirts with provocative slogans appeared handcuffed around Camden town on Saturday, 21st of February.
- The stunt caused great public reaction: Some men got angry, while others were supportive. Many women stopped to film and show their partners.
- Intentional discomfort: Chyrpe designed the stunt to surface lingering discomfort around visible female authority and non-traditional power dynamics.
- This is part of Chyrpe's mission to reframe power dynamics where women are in charge as something that can be openly discussed rather than hidden or taboo.

Handcuffed men labeled as “her property” ignite backlash in Camden Town

Camden Town was jolted out of its routine yesterday as crowds encountered a series of scenes that many described as shocking, inappropriate or impossible to ignore. In broad daylight, groups of men were found standing handcuffed in public spaces, branded with [Chyrpe-branded](#) slogans reading “Her Property,” “I Follow Orders,” and “Good Boys Don't Run.”

Initial confusion among pedestrians quickly escalated into heated debates. Outside Camden Market, a middle-aged man confronted one of the handcuffed participants, demanding to know “who forced you to do this” before storming off when told it was consensual. Minutes later, a small group of young women stopped near Camden Lock, laughing and filming while one turned to her boyfriend and said, “See? This is exactly what I've been trying to explain to you.”

Near a pub on Chalk Farm Road, two strangers began arguing loudly after one man called the stunt “disgusting” and “anti-men,” while another shot back that it only felt shocking because people weren't used to seeing women visibly in charge.

“We want to make people angry”

The mixed reactions were intentional. The stunt was [orchestrated by Chyrpe](#), a new dating app built specifically for female-led relationships, to surface the discomfort that still surrounds visible female authority and non-traditional power dynamics, even in progressive urban spaces. Designed for people who are open, communicative and intentional, Chyrpe gives women greater control over how connections are formed, setting the tone, pace and boundaries from the start. The app has seen a rapid rise since its launch in May 2024, already reaching a million downloads globally.

“This was never meant to be comfortable, we want to make people angry,” said a spokesperson for [Chyrpe](#). “We wanted to spark a real debate around female-led dating and why women taking the lead still provokes such strong reactions. Watching that discomfort turn into street-level arguments about gender, power and consent showed just how unresolved these conversations still are.”



Press Release

Access and download [the pictures](#). More high resolution pictures and videos available upon request.

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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