Tinder Newsroom

Tinder dedicates “Love Songs” - Australia’s first TikTok narrative series - to Gen Z

Love Songs announces its highly anticipated return with a brand new season starting May 10

Australia, May 3, 2021: With lockdowns easing across Australia and chillier weather upon us, Tinder is looking to give Australia’s Gen Z community some inspiration and motivation to get out there and date again with Love Songs Season Two, a popular Australian narrative series produced for TikTok across 20 episodes.

Produced by youth entertainment agency Amplify, the series gives up a glimpse into what the Future of Dating looks like and how it’s being redefined. With Gen Z turning to Tinder to connect, interact and meet new people, the second season is all about the fluidity and unexpected adventures of dating, unleashing your curiosity to explore endless possibilities without judgement and being empowered to craft your own journey freely and effortlessly.

Love Songs is an innovative vertical storytelling series that follows the relationships of Gen Z’s navigating the ups and downs of their dating lives. Dropping on Monday, 10th of May on TikTok, the second season will follow 19 year-old Mia’s journey as she discovers the new world of dating through Tinder and the many different open-ended paths of opportunity that it will introduce. Whether it’s meeting new people online, creating cherishable treasured memories with others that you have stumbled across, seeking the unpredictable, and enjoying unique experiences.

Season Two will star some of Australia’s most popular young TikTok creators who together have over 4 million followers. This cast includes Brisbane local Maddi Beazley, Gold Coast local Nathan Lust, Elle Hioe a stylist from Sydney, and Aussie comedian Lachy McIntyre. Young Australian artist and animator, Ally has also been commissioned for Season Two’s artwork.

The first season saw huge success with 550K likes on TikTok within the first 48 hours, 2.5M likes andover 12.9M views in total, and was the top performing video for 6 TikTok sounds, making Season Two a must tune-in show for dating inspiration!

Tune in on TikTok, Monday, 10th of May to watch the second season premiere of Love Songs presented by Tinder.

Additional assets available online: **Photos** (1)

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