

TECHNOLOGY/ LOVE & SEX

Dating App for Beards?

We all know a beard lover somewhere.

By Joe F. Hallas

“Bristlr” is a new dating app that is picking up where apps like Tinder and Grindr left off- it's primarily aimed at men with beards and those who “like to stroke” beards. It's a unique idea that has got Bears and beard-fanciers excited all across the land. The app works similarly to Grindr- showing you users in your local area who provide a short bio and some basic facts about themselves- as well as their facial hair affiliation.

Bristlr really doesn't mess about. I had a play around with it on my phone and started checking people out around Manchester, some of whom were pretty frigging hot! My favourite part of its sign-up form was a tickable box that just said: “I have a beard.” Bristlr has over 10,000 downloads in the Google PlayStore, though it is still in a “prototype mode” as it is a relatively new creation.

I had a chat to John Kershaw- creator of Bristlr- to find out a bit more.

So, give us a little background on yourself.

“My name is John Kershaw, I'm 28 and live in Manchester. I went to uni in Manchester and went on to be freelance software developer. I play roller derby for Manchester Roller Derby, enjoy coffee, and have a tattoo of a robot unicorn on my leg.”

What motivated you to create Bristlr?

“It started as a bit of a joke; the idea there's an app for connecting beards with people who want to stroke them. It's the whole "connection economy" thing people like to talk about. I made a fake sign-up page, and people actually started signing up!”

How long has Bristlr been running? Is it still in its infancy?

“Bristlr is about 6 months old now. So it's still very new as far as dating sites and apps go.”

Is Bristlr open to all sexual orientations and genders?

“We don't ask for gender or sexuality on Bristlr. I believe we're the only dating site which doesn't. Instead we simply ask if you have a beard or not. If you're going to force people to pick a binary you might as well make it a helpful one. We estimate around 3 to 5 percent of all users are gay guys, based on demographic info we get via social networks, and people who have chosen to add that info in their bios.”

What makes a good beard so gosh darn alluring?

“I have a theory it's because a beard can be a very masculine thing to have, and also very pampered. You can spend hours grooming it, toying with it, shaping it etc. They're nice things to have, and they come with a lot of positive vibes.”

I don't have a beard myself, can I still join Bristlr?

“Of course! Assuming you're happy stroking beards. Half of the people on Bristlr don't have beards and are looking for a beard to fondle.”

Why do all these dating apps have misspelled names?

“It's what all the cool kids are doing.”

Finally, what do you hope to achieve with your app?

“I'd like to make a service as simple as Tinder, but contains enough specificity that you're only going to see people who you might actually want to hang out with. Bristlr's in a great position to make dating a lot better for a lot of people.

...and a private jet, obviously.”

So there you have it kiddos! If you're a bearded fellow or simply a beard fanatic- get yo ass down to Bristlr and you too could join the beard-fondling revolution.

I'm off to buy some Miracle Gro for my face.

Are you a beard fan? Let us know in the comments below!