



## A New Premium Dating Service *tailor* in Japan is Tailor-Made to Perfection by Lunch Actually and Diverse Co.

Asia's Largest Dating Company Lunch Actually is spreading its Cupid wings across the Asian region, this time making its mark in Tokyo, Japan. A new premium Japanese dating service, *tailor*, was recently launched on 21st March 2017 to help Japanese professionals find love.

*tailor* is a collaborative venture between Japanese internet dating corporation Diverse Co., Ltd. and Lunch Actually. Much as its name suggests, *tailor* aims to tailor the dating experience to be personalized, discreet and as hassle-free as possible for busy professionals. With the surge of internet dating services in Japan, *tailor* is the answer to the need for a matching service that is personal, effective, and relevant to the busy lifestyle of its clients.

Modelled after Lunch Actually business practice, this newly launched Japanese dating service is geared towards single Japanese business professionals in their late 20s to early 40s. These professionals are busy with work and other commitments, and do not have the time or means to find a partner who is genuinely serious about having a committed relationship.

### **How *tailor* works**

*tailor* clients will first meet a professionally trained consultant at the *tailor* office to talk about their dating preference. Background check and documents for identity verification is also essential for using the service. Fuelled by Lunch Actually's proprietary matching system 'Soulseek', the dating consultants at *tailor* will then find and handpick compatible matches for each individual client.

Should a compatible match be found in the database, *tailor's* dating consultants will then organise and set up a date for both clients at their convenience. All that's left is for both clients to show up and enjoy the date.

To celebrate *tailor's* launch, *tailor* is currently accepting Premium members from 21st March 2017 to 3rd April 2017. The first 100 singles to join *tailor* as Premium members will not have to pay the registration fee (¥30,000) to be one. In addition, they will also get precedence when it comes to date-matching and coordinating.

If you are a single male within the age of 27-45 years old, and a working professional, or a single female in the age of 23-35 years old, who want to get a first-hand dating experience of this highly premium service, you can apply to be *tailor* clients at <https://tailor.style/>, and are required to show proof of identification in order to join *tailor* as a member.



"We are excited to partner Diverse in launching *tailor* in Japan. Having served tens of thousands of busy working professionals and successfully helped thousands of couples in South East Asia and Hong Kong, we are positive that *tailor* modelled upon Lunch Actually would modernise and revolutionize the dating service industry in Japan," said Violet Lim, CEO and Co-Founder of Lunch Actually.

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#### ***About Diverse Co., Ltd***

Diverse Co., Ltd. is committed to providing platforms for genuine singles to meet and hopefully get married. For Japanese singles who have used other dating methods and platforms such as group mixers, internet dating, and marriage agencies without satisfactory results, Diverse Inc. is a company which can fulfil their dating needs.

#### ***About Lunch Actually***

Lunch Actually is Asia's First and Largest Dating Company with 13 years of proven track record and regional presence in 6 cities in Asia. To date, we have arranged over 90,000 dates across South East Asia with 85% matches satisfaction rate. Lunch Actually' clients are single and successful professionals who are seriously looking for that special someone. The company's database comprises managers, executives, directors, administrators, lawyers, accountants, doctors, and entrepreneurs who are looking to get more from life than just work.

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