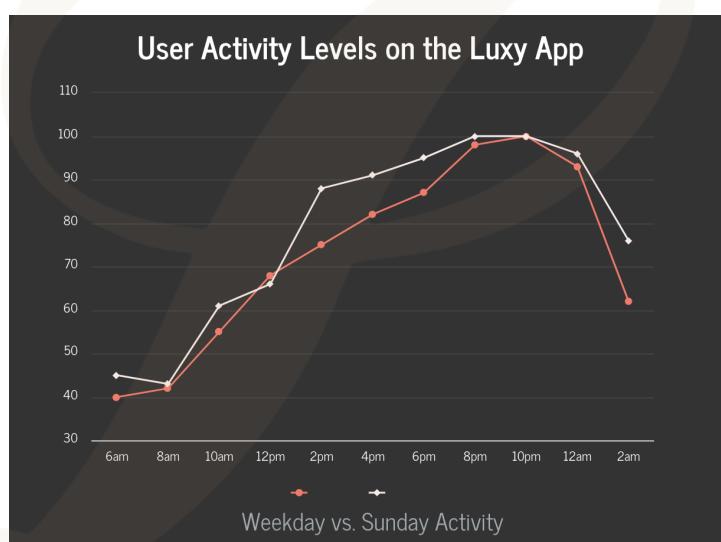
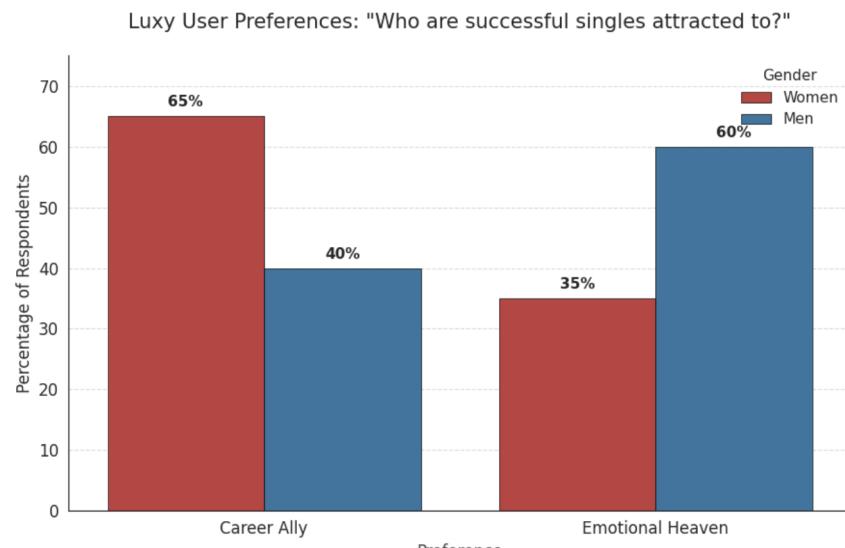


Ambition's Hidden Cost: The Crisis Among Elite Daters

Behind the perfectly curated lives of high-net-worth individuals (HNWIs) lies a quiet crisis: the relentless pursuit of success is taking a brutal toll on their relationships and well-being. A new report from Luxy, the elite dating app, uncovers the "ambition paradox" driving this burnout.

It turns out, what successful men and women truly are looking for in a partner is quite different:

- **For 65% of women** on Luxy, the ideal is a "Career Ally." They crave a partner who doesn't just understand their ambition but actively fuels it – offering strategic advice, celebrating wins, and navigating the professional battlefield alongside them. These women specifically look for partners who are invested in their professional journey, not just a bystander.
- **Meanwhile, 60% of men** are searching for an "Emotional Haven." After a day of high-stakes decisions, they long for a sanctuary; a partner who provides understanding, emotional intelligence, and unwavering support, a true escape from the relentless pressure. Men, in contrast, often look for a haven where they can drop their guard and find solace.



This mismatch, combined with an insatiable drive for achievement, is pushing HNWIs to their breaking point. Luxy's data paints a stark picture: peak dating activity consistently occurs between **8 PM and 11 PM local time**. This isn't spontaneous romance; it's a scheduled slot, squeezed into the margins of already overflowing lives. It's a clear sign that personal connections are being shoehorned into whatever sliver of time remains after professional demands are met, highlighting the intense pressure on their schedules.



The pressure to appear as a perfect "power couple" only intensifies the strain. It's a public performance that often masks private exhaustion. Luxy believes there's a better way. We're committed to helping our members build connections that go beyond superficial success, fostering relationships that genuinely support both ambition and personal well-being. The future of elite dating isn't about more power; it's about finding balance and redefining what a truly fulfilling life looks like.

About Luxy:

Luxy is the elite dating app, connecting selective singles looking for meaningful, long-term relationships. Luxy's members are HNWIs who value quality connections and share a commitment to personal growth. The Luxy app is an exclusive platform with a strict verification processes to ensure user authenticity and an elevated dating experience designed to facilitate genuine connections.

Contact us at press@onluxy.com or visit onluxy.com.

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