

# Quality over Quantity

Matchmaking – the boutique approach for the select few

The dating industry is a multi-billion dollar business and, in recent years, the offline matchmaking industry has seen tremendous growth both in supply, with many new matchmaking firms opening up, as well as in demand, with singles increasingly turning to matchmakers.

**W**e spoke with Trea Tijmens, International Matchmaker and founder of boutique matchmaking company HIM-Matchmaking in Switzerland, about her view on the trend towards working with a matchmaker.

**EG:** In this day and age of dating apps and free online dating websites, why would someone use a matchmaker?

**HIM:** Many singles are simply burned out with the online, virtual experience. The seemingly unlimited supply of singles online often does not result in actually meeting someone in real life. Whilst there are huge quantities of singles online, the quality singles are often very hard to find. Although many online dating sites claim to be (almost) free, the real cost of online dating for people whose time is valuable is incredibly high!

Increasingly, singles realise the advantages of investing in a matchmaker. Your matchmaker does all the legwork for you and introduces you to compatible, quality, real people in real life!

How you meet is just as important as who you meet. Great matchmakers spend considerable time and effort positioning their clients to have successful first dates, they also act as a safe channel of communication to help clients in the dating process.

Finding the right partner deserves attention and investment and more and more, singles, especially those who are successful professionally, are turning to matchmaking as the preferred option when looking for their life partner.

**EG:** With hundreds of dating apps and dozens of matchmakers out there, why would someone opt for a small boutique matchmaking company like yours?

**HIM:** What I found after working for 12 years as an international matchmaker was that many of the very successful gentlemen clients who came to us had unique needs that no one was catering to. Many of these men had reached a level of success where they are used to, and want, the best,

*Trea Tijmens, International Matchmaker and Founder HIM-Matchmaking*



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and it made sense for them to hire a dedicated professional to help find their life partner. That’s when we began to turn our focus towards creating a service designed specifically for this high-end gentlemen clientele.

Just like our gentlemen clients, HIM-Matchmaking too is fortunate to be able to be

selective in who we work with. At any one time, we work with only a few select gentlemen. We do not offer a “one size fits all” service. Each of our gentlemen clients is unique and therefore each search is unique. Each client matters, and our firm devotes our time, resources, experience, passion and network entirely to the select few gentlemen we work with and is 100% committed to the successful outcome; finding HER for HIM.

**EG:** What should gentlemen who are interested in your boutique matchmaking approach do?

**HIM:** Get in touch! Contact me for a first conversation to see whether there is a fit. Call +41 22 575 2975 or visit [www.him-matchmaking.com](http://www.him-matchmaking.com). Confidentiality is key to our service and our success. **EG**

For further information, please visit [www.him-matchmaking.com](http://www.him-matchmaking.com)