



WishPride

Softer than a swingers' site.

Freer than a mainstream social network.

More intimate than a dating app.

Dare to speak. Dare to feel.

Press kit — July 2026

wishpride.com · presse@wishpride.com · Adults only (18+)



1. The pitch in one sentence

Short version (1 sentence)

*WishPride is the **intimate adult social network** where people talk about desire and intimacy **without taboo and without nudity** — a caring community, designed with women especially in mind but open to all curious adults (couples, LGBTQ+ individuals and beyond), driven by creators who dare to speak without showing.*

Long version (paragraph, ready to use in an article)

*WishPride is an **intimate adult social network** that puts conversation at the centre: here, everything starts with words, never with a photo. Unlike dating apps (no swipe, no mandatory match) and mainstream networks that censor the topic, WishPride provides a caring space for exploring desire through stories, conversations and tasteful photos — all under a strict "Zero NSFW" rule (no explicit nudity). Designed especially to offer women a safe and welcoming space, but open to all curious adults (couples, LGBTQ+ individuals and beyond), multilingual (6 languages), privacy-first and committed to GDPR / DSA compliance, WishPride is available to all adults at wishpride.com.*

To be precise: WishPride is open to conversations around **desire, relationships, fantasies, swinging, soft BDSM and LGBTQ+ identities** — that is the openly *kink-friendly* side of the project.

At a glance — what WishPride *is not*

-  **Not a pornographic site** — explicit nudity is prohibited ("Zero NSFW" rule, verified by AI at publication).
-  **Not a dating site** — no *swipe*, no mandatory *match*; a conversation only opens when you choose.
-  **Not a women-only network** — open to **all adults** (women, couples, LGBTQ+ individuals, the curious of all backgrounds).

 **What it is:** a social network for **expression**, to talk about desire and intimacy **through words**, in a caring and safe space.

2. The hook / the news

WishPride aims to create a new adult social space: softer than a swingers' site, freer than a mainstream social network, more intimate than a dating app.

In practice, it is a social network where people explore desire through words, stories and tasteful photos — never through nudity. Freedom here means freedom of **speech** (speaking without taboo), not freedom to show everything: a strict "Zero NSFW" rule and proactive moderation protect the community. Designed to be an especially welcoming space for women, but open to all curious adults (couples, LGBTQ+

individuals and beyond), WishPride has been **open to the public since June 2026**: accessible to all adults, **in 6 languages**, at wishpride.com.



3. The problem

Many adults — women, couples, LGBTQ+ individuals, the curious of all backgrounds — want to talk about desire, curiosity and intimacy. But no mainstream space truly lets them.

- **Swingers' sites** are transactional and intimidating: people go there to "do", not to talk, and they cater mainly to those already comfortable with the scene.

- **Mainstream social networks** barely tolerate the subject: accounts that "dare to speak" are *shadowbanned* or deleted, and no one dares comment publicly under their real profile.
- **Dating apps** reduce everything to the *swipe* and the *match*: performance and pressure, rarely conversation.

The result: an immense silenced voice. People discuss it among close friends, rarely with their partner — and they regret it. Creators who tackle these topics live in constant fear of losing their account overnight. There was no **legitimate, caring and safe** place for this kind of expression.



WishPride

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4. The solution / the product

WishPride flips the logic of existing platforms: here, **everything starts with words, never with a photo.**

No *swipe*, no mandatory *match* to start talking. People express themselves freely — in text or tasteful photos —, follow voices that resonate with them, join groups based on their interests, and a private conversation only opens when they choose, without unsolicited advances or pressure.

The product is built on a few strong principles:

- **Expression before performance:** people share thoughts, stories, questions — not a showcase for likes.
- **Creators as a driving force:** voices who "dare to speak without showing" set the tone — gentle and curious.
- **Control over your privacy:** everyone manages their visibility, post by post, album by album (public when you dare, private in one tap).
- **Transparent discovery:** the feed adapts to your interests, but you stay in control — including a **full right to be forgotten** (GDPR) over what the algorithm has learned about you.

Et le plus chaud, parfois,
ce n'est même pas de passer à l'acte.

C'est l'instant juste avant.
Quand le fantasme quitte ta tête
et arrive dans l'oreille de quelqu'un
qui ne recule pas.



5. What makes us different

WishPride doesn't fit any existing category — and that is precisely what defines it.

Platform type	Dominant logic	Approach to nudity	What's missing
Dating apps	<i>Swipe & match</i>	Varies	Pressure-free conversation, self-expression
Swingers' sites	Transactional, IRL-oriented	Explicit	Gentleness, conversation, diversity of profiles
Niche communities	Closed community	Explicit content allowed	The general public, a modern experience, a safe framework
Mainstream social networks	Showcase & audience	Censored / <i>shadowban</i>	Legitimacy of the topic, freedom of expression
WishPride	Expression through words	Zero NSFW — no nudity	—

In one sentence: WishPride is the only platform to bring all four together — the legitimacy of the topic (like an adult space), a no-nudity policy (like a mainstream network), a logic of expression and community (no *swipe*), and a commitment to care and safety, especially for women.

A choice that is both strategic and ethical: the "no nudity" policy is not just a moral stance. It is also what makes WishPride *accessible to the general public* — compatible with mobile app *stores*, standard payment providers and mainstream acquisition channels, where explicit platforms are excluded (expanded in §7).

Add to that a **counter-current visual identity**: no garish dating-app codes, but a soft, refined art direction (rosy watercolour, magazine typography) that treats the subject with elegance rather than provocation.

6. Key features (live)

All the building blocks below are **live and functional**:

- **A feed that reflects you** — stories, testimonials and tasteful photos, with the choice between discovery and only the voices you follow.
- **Profiles as a social presence** — posts, bio, interests, groups; adjustable visibility (public and indexed, public for logged-in users, or private).

- **A personal gallery** — tasteful photo albums with fine-grained visibility, with temporary access granted to people you choose. Never nudity.
 - **Themed groups** — first experiences, curiosities, *kink-soft*, relationship life... caring circles, public or private.
 - **Messaging built on trust** — a conversation opens only when you decide, without unsolicited advances or pressure, and without needing a *match*.
 - **Featured creators** — voices that set the tone, with dedicated pages (some indexed so they can be found on the web).
 - **Transparent discovery** — you can see what the algorithm has learned about you, and erase it all (full GDPR right to be forgotten).
 - **Familiar social features** — reactions, comments, mentions, search and notifications, in an openly adult space.
 - **Multilingual** — available in 6 languages (French, English, Spanish, German, Italian, Portuguese).
-

7. Safety, moderation & compliance

Safety and regulatory awareness are not an afterthought: they are foundations of the product.

- **Zero NSFW, verified automatically.** A strict rule prohibits all explicit nudity (no genitalia, no visible nipples, no sexual acts). An AI image classifier analyses every photo *before* publication.
- **Adults only, protection of minors.** Access restricted to ages 18 and over, with a **mandatory age declaration** (required checkbox at registration), **reporting** and **moderation controls**, along with a dedicated policy for the protection of minors.
- **Proactive moderation and right of appeal.** WishPride operates within the framework of the European Digital Services Act (DSA): point of contact, notice-and-takedown procedure and right of appeal on moderation decisions.
- **Privacy and data under your control.** Committed to GDPR compliance: fine-grained visibility controls, data hosted in the European Union, and a full right to be forgotten — including what the algorithm has learned about you.
- **Transparent AI.** In the spirit of the European AI Act, the use of AI (moderation, recommendation) is documented, and how the feed works remains explainable to the user.

This foundation is not just a constraint: it is what makes WishPride accessible to the general public — compatible with mobile app *stores*, standard payment providers and mainstream acquisition channels —, where explicit platforms are excluded.

8. The founder's story

Damien Altman, founder and developer of WishPride, built the platform on his own — but the idea was born as a couple.

He and his partner once signed up for a swingers' site. The verdict came quickly: far too explicit, too transactional. What they were looking for was somewhere **softer** — a place to *talk*, to discuss sexuality and desire freely, without feeling like they were browsing a catalogue. Elsewhere, on major mainstream social networks, the topic quickly leads to a *shadowban* or a ban.

From that frustration came a conviction: there was a need for a **caring and safe** space where conversation around intimacy could finally be set free. WishPride puts **women at the centre** — their safety, their respect, their rights, and the freedom to discuss even difficult subjects without taboo.

This commitment is anything but abstract for him: as a **father of three daughters**, the safety and respect of women is a deeply personal cause. He also draws on regular conversations with a sex therapist who is actively engaged in the fight against violence towards women and children. It is this commitment, far more than any feature, that guides every product decision.

9. Key facts & figures

5 facts to remember: no nudity (Zero NSFW) · 6 languages · data hosted in the European Union · GDPR / DSA / AI Act compliance approach · free (premium coming soon).

Name	WishPride
Category	Intimate adult social network, no nudity (Zero NSFW) · <i>kink-friendly</i>
Tagline	<i>Dare to speak. Dare to feel.</i>
Website	https://wishpride.com
Availability	Live, open to all adults (18+)
Launch	June 2026
Languages	6 — French, English, Spanish, German, Italian, Portuguese
Access	Web · free (a premium subscription is coming)
Founder	Damien Altman (solo project)
Based in	France (Montpellier)
Data hosting	European Union
Compliance	Compliance approach: GDPR · Digital Services Act (DSA) · European AI rules (AI Act)

10. Quotes

"My partner and I were looking for a softer place to talk about desire — not a dating site, not a network that censors. Since it didn't exist, I built it: a space without nudity, designed first and foremost so that women feel respected and safe. Here, freedom means freedom of speech."

— Damien Altman, founder of WishPride

Parce que ce n'est pas toujours
le fantôme lui-même qui excite.

C'est l'audace de dire :

“oui, ça aussi,
ça me traverse,
ça m'existe.”



11. FAQ

"Is this a pornographic site?" No. WishPride enforces a strict "Zero NSFW" rule: no explicit nudity (no genitalia, no visible nipples, no sexual acts). Every image is analysed by AI *before* publication. We explore desire through words and tasteful photos, never through pornography.

"How do you prevent abuse and harassment?" On three levels: automatic image filtering at publication, messaging designed to prevent unsolicited advances (a conversation is never forced upon you), and a moderation framework aligned with the

European DSA (reporting, removal, right of appeal). Access is restricted to ages 18 and over.

"You say 'for women' — are men welcome?" Yes. WishPride is open to all adults: women, couples, LGBTQ+ individuals. "For women" refers to a commitment — making the platform a space where women feel respected and safe first — that benefits everyone.

"How is this different from a dating app?" There is no *swipe*, no mandatory *match*. WishPride is a network for expression and community: people come to talk, share and understand one another. A connection may happen, but as a natural outcome — never as an imposed goal.

"What do you do with my data?" WishPride is *privacy-first* and committed to GDPR compliance: data hosted in the European Union, fine-grained visibility controls (public / private, post by post), protected private images, and a full right to be forgotten — including what the algorithm has learned about you.

"How do you make money?" The platform is free today. A premium subscription is coming, at the same price for everyone (no gender-based pricing).

"How many users do you have?" WishPride has just launched (June 2026). At this stage, the priority is building a healthy and caring community, not displaying numbers: we are not sharing usage data at this time.

"Who is behind WishPride?" An independent founder, Damien Altman, who imagined and developed the platform on his own. WishPride is an **independent, self-funded project**, with no outside investment.

"Do you have a mobile app?" WishPride is accessible on the **web**, from any browser — desktop, mobile or tablet. There is no native app to download yet; one may come at a later stage.

"Are you a French company?" Yes, in spirit: WishPride is a **French** project, led by a sole proprietor based in **Montpellier**. Data is hosted in the European Union, and the platform operates within the European regulatory framework (GDPR, DSA, AI Act).

12. Visual kit

The full visual kit — logo and symbol, illustrations, editorial visuals and product screenshots — is **included with this press kit**. High-resolution versions available upon request at presse@wishpride.com.

Logo & wordmark



The symbol is a stylised pink "W" evoking a silhouette. The full wordmark ("wishpride") is set in italic *Fraunces* — "wish" in gold, "pride" in pink. It is also available as a standalone symbol and as an app icon.

Mood visual



A main "rosy watercolour" illustration and a "three women" illustration, in the brand's soft, editorial art direction.

Brand editorial content

WishPride produces editorial visuals — "manifesto" carousels that set the tone: sensual, romantic, **never explicit**. Several examples are included in the kit and featured throughout this press kit.

Colour palette

WishPride comes in two themes — a light theme by default, a dark theme as an option:

Theme	Background	Accent	Gold	Text
Aube Aquarelle (light)	#FBF0EC	#CB5C68	#C08A52	#3D2420
Brume Corail (dark)	#241419	#E68A88	#D6A063	light pink

Typography

- **Fraunces** (italic) — headings and signatures
- **DM Sans** — body text and interface
- **Geist Mono** — technical elements

Screenshots

Public landing page (wishpride.com):

• Parler de désir, sans tabou et sans nudité

WishPride

Osez parler. Osez ressentir.

"L'endroit doux pour explorer son désir par les mots, les histoires et les échanges — porté par des voix qui osent en parler sans rien montrer."

✓ Sans nudité

✓ Sans jugement

✓ Réservé aux 18+



COMMENT ÇA MARCHE

Tout commence *par les mots*, jamais par une photo.

01

Exprimez-vous librement

Partagez vos pensées, vos curiosités, vos questions. En texte ou en photos douces — jamais besoin de vous dénuder.

02

Suivez des voix qui vous parlent

Découvrez des créatrices qui osent le dire, rejoignez des groupes selon vos envies, lisez celles et ceux qui mettent des mots sur le désir.

03

Échangez en confiance

Commentez, réagissez, discutez en privé quand l'envie est là. Le lien naît de la conversation, à votre rythme.

Inside the application (screenshots taken in production):



@wishpride

An elegant, privacy-first adult social network for desire, intimacy, soft kink curiosity and honest conversations, with no explicit nudity, no pressure and no judgment.

📍 Montpellier, FR 🌐 wishpride.com 📅 Depuis juin 2026

#kinksoft

#socialadulte

#socialnetwork

#wishpride

Suivre

Message



14

POSTS

7

ABONNÉS

204

ABONNEMENTS

0

TÉMOIGNAGES

Posts

Galerie

Groupes

À propos



wishpride

@wishpride · il y a 5 heures

 Fil d'actualité

 Découvrir



 Messages



The **@wishpride** profile — watercolour cover, social presence and the brand's editorial posts.



A "manifesto" post: sensual, romantic, never explicit — the editorial spirit of WishPride.

Pour toi

Suivis

Groupes



Exprimez-vous librement...



Photo

Public

Mode complet

Publier

**wishpride**

@wishpride · il y a 5 heures

Le fantasme le plus chaud n'est pas celui qu'on vit. C'est celui qu'on ose dire.

On nous répète partout qu'on vit dans une époque libérée.

Mais soyons honnêtes deux secondes : combien de fantasmes dorment encore dans une note jamais envoyée, une phrase avalée, un sourire gêné, un "non laisse tomber" qui voulait dire "j'ai peur que tu me voies autrement" ?

Le plus troublant, ce n'est pas toujours le fantasme lui-même.

C'est le moment où il devient dicible.

Ce moment minuscule...

[Voir plus](#)

The "For You" feed: expression starts with words, in a soft and readable interface.

Nouvelle publication



damdam ✓

Publicue ▾

Ce que je n'ai jamais osé dire à voix haute

Ici, tout peut commencer par une phrase. Pas par une photo. Juste des mots, à mon rythme, sans jugement — le temps d'appivoiser ce qu'on n'ose dire nulle part ailleurs.



169

Annuler

Planifier

Publier

Writing first — title, story, adjustable visibility: speech comes before the image.



< GROUPES



Sensualité au féminin

Un espace doux, porté par des voix de femmes, pour explorer le désir par les mots.

 PUBLIC

• 9 membres •

Créé le 30/06/2026 •

#feminite

#desir



Fil

Membres

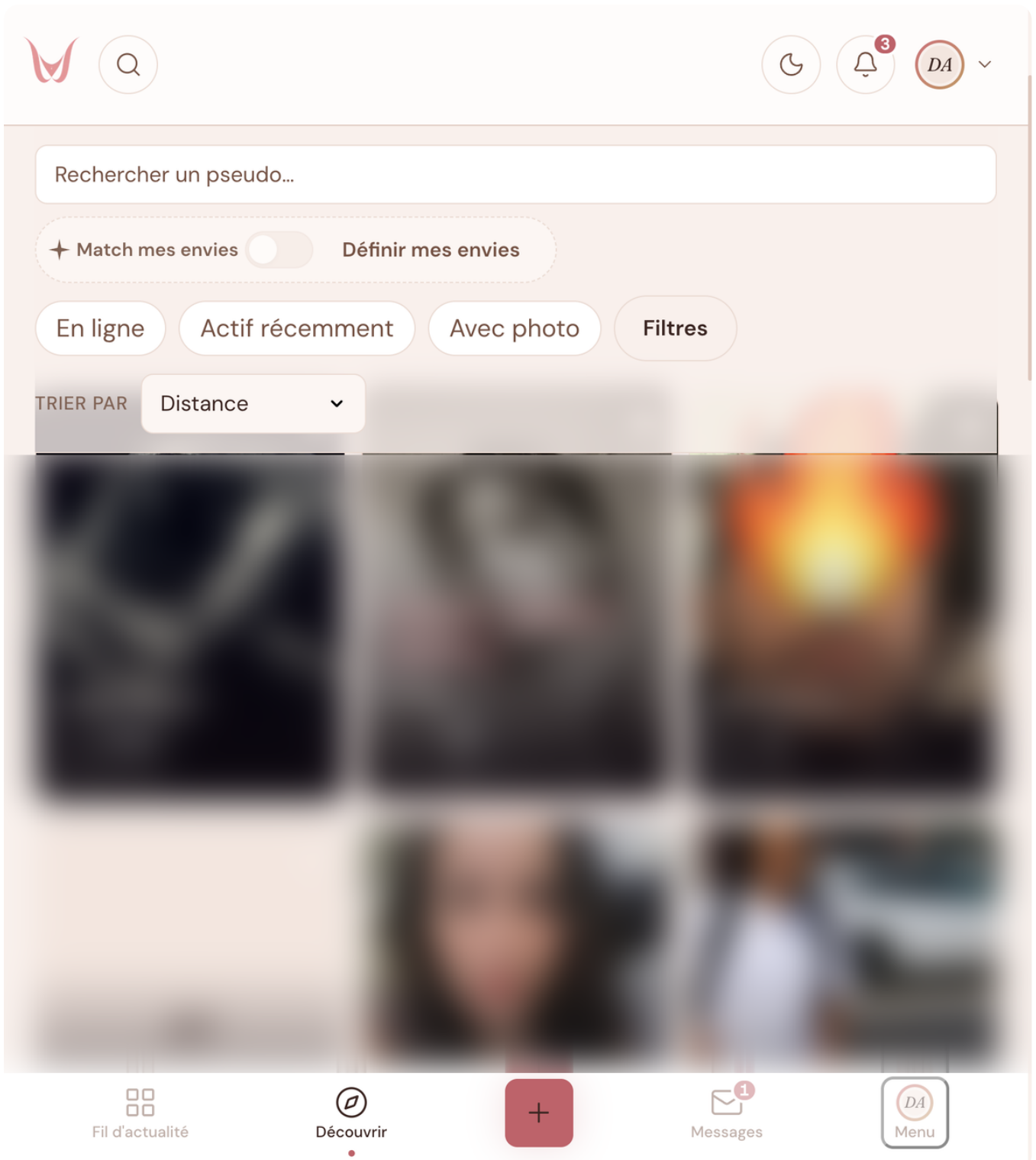
À propos



Exprimez-vous librement...

 Photo

The "Feminine Sensuality" group — caring circles, driven by women's voices.



Discovering new profiles, by interests and proximity.

Transparency note. *These screenshots are from the production environment. In keeping with WishPride's privacy-first principle, the usernames, faces and content of third-party members have been **anonymised (blurred)**; brand views (@wishpride) and demo views contain no real personal data.*

Quick usage guidelines

- Do not distort, recolour or add effects to the logo.
 - Maintain a clear space around the symbol.
 - Never associate the logo with explicit nudity (contrary to the product's charter).
-

13. Press contact & links

Press contact Damien Altman — founder of WishPride presse@wishpride.com

Official links

- **Website:** wishpride.com
- **X (Twitter):** [@JoinWishPride](https://twitter.com/JoinWishPride)
- **Instagram:** [@wishpride](https://www.instagram.com/wishpride)
- **Facebook:** [WishPride](https://www.facebook.com/WishPride)

The visuals in this press kit (logo, illustrations, screenshots) are free for editorial use when covering WishPride. Please do not alter them or associate them with explicit nudity.