

## Buzz over exclusive dating app

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#### dating app

There is a raging party happening just out of view, that all the people cooler, richer and better looking than you are blowing off steam together in some VIP hideaway while you waste your life on Twitter and Instagram. It's called Raya. Maybe you are one of the more than 100 000 people on the waiting list? Raya first appeared several years ago as a dating app aimed at people in creative industries. It has expanded into an invitation-only social network populated by movie stars, fashion designers, pro athletes, tech executives and too many Instagram models to count. The app costs \$7.99 a month, but joining is no small ordeal. Prospective members are evaluated by an algorithm and human gatekeepers, who consider factors like the size of an applicant's Instagram following, how many Raya members he or she knows and other, less quantifiable attributes.