



THEY CALL IT YUPPIE LOVE

Looking to make a very special 'merger'? CityBird **CATHY ADAMS** reveals all the dos and don'ts of successful dating in the City

LIKE ANTARCTICA, MADAME

Tussauds and the Jamaica Wine House on a Thursday night, the City is like nowhere else on earth. There's a higher cosmic order at play within the Square Mile, and dating just don't work like it used to. Your significant other could be lurking behind the wine list at Corney & Barrow, or face-down on the sticky floors of Abacus.

According to research from dating website [match.com](#), the most sought-after profession to date is a corporate executive, inspired by the infamous *Wall Street* trader Gordon Gekko.

"Power and glamour – it's sexy," says Mairead Molloy, founder of upmarket dating website Berkeley International. "Women like players. They like the speed, and they like the feel of it. City boys are at once both fabulous and evil."

Mostly drawn from painful personal experience, I've put together ten dos and don'ts of finding love – or at least a one-night stand – inside the coveted EC postcode zone. Men, take note...

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DOS

1. LOCATION, LOCATION, LOCATION

Take a date to one of the City's swankier bars. They're on every street corner, and I don't mean an All Bar One. You can't go wrong with a Corney & Barrow for class without stuffiness. Meanwhile, if you're diving in headfirst and going for a full-blown dinner, make it upmarket: The

Door, Chiswell Street Dining Rooms and Rhodes 24, for example. There's hundreds of exclusive eateries with an even more exclusive price tag, and oysters are the perfect aphrodisiac, after all.

2. DO SWITCH OFF YOUR BLACKBERRY

Friends regale me with tales of dates with suits, mostly American if truth be told, who cling to their Blackberrys like mildew on the shower curtain. Nobody wants to date a mute, and nobody ►

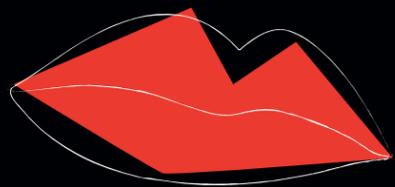
Psychology

Dr Gian Giangoza, relationship expert at [eHarmony.co.uk](#), explains the science behind City boys being so irresistible to women:

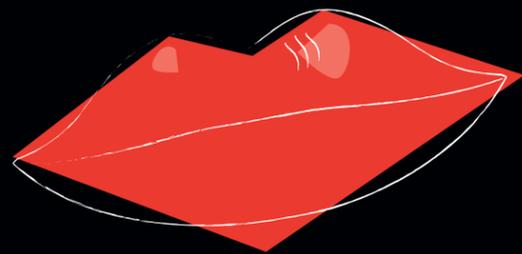
"It's not just Ferragamo shoes and Savile Row suits. Watch a City boy make an entrance and you can almost see the money falling from his pockets. Their air of power and authority draws women in."

"With money comes security and women are attracted to hunter-gatherers who can provide. But powerful men are more likely to act on their attraction, so are more likely to try and woo someone."

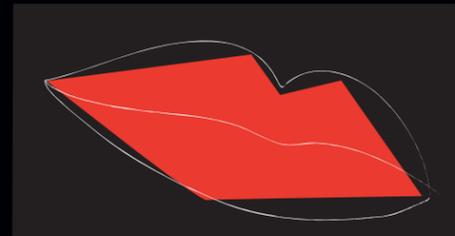
"Not having to worry about money can make life a lot easier but City boys generally work long and stressful hours, and tend to a hectic social life. They have no problem meeting women looking for a rich husband but are more likely to cheat. Their schedule can impact on normal family life – they generally won't spend nights at home or their weekends relaxing with you. They are rich and powerful for a reason."



Kiss goodbye



to boring nights out.



demanded men and women go Dutch and split the bill. The good thing is, the City might have evolved in its regulations surrounding derivatives trading, but it's still stuck in the good ol' days where women paid for nothing. Besides, you need an excuse to flash that Amex Centurion card, right?

4. DO BE HONEST ABOUT YOUR JOB Like well-worn CV advice, tell the truth about what you do for a living. The City is a tiny microcosm of life on earth, and a bit like the characters in TOWIE, everyone sort of knows everyone else.

at the mere sniff of an upmarket postcode. She's quaffed claret on balconies from Angel to Waterloo and Chelsea to Belgravia, and never reveals she actually lives off the Holloway Road.

7. DO USE LINKEDIN TO HOOK UP Hey, good looking, you work a zillion hours of the day and can't possibly 'do lunch'! We, like, live in the digital age. Get on LinkedIn, Twitter, Facebook, Foursquare. Evidence: one square mile reader invited me to a members' bar via a comment on a blog (Greg, if you're reading this, I PROMISE I will email you).

an affair with your assistant – it's so typecast and downright 1980s. Instead, go and check out illicitcounters.com for a collection of more than 60,000 married types looking for 'no strings hook-ups'. Alternatively, sugardaddie.com works just as well. Got the moolah? Girls on here will love you for your wallet alone.

10. DO TAKE YOURSELF SERIOUSLY You trade billions of pounds worth of mortgage securities each day, for God's sake. You might not know exactly what a derivative is, but fuck it, it sounds cool. Do walk into a club in Dalston on an

We've all indulged in a party pash in a dank corner, only to leave for the last nightbus home and never to see poor James from Deloitte ever again. Oh, that's what you were after? As you were, then.

3. DON'T TURN UP TO THE OFFICE IN LAST NIGHT'S CLOTHES Everybody knows dating in the City is a torrid affair. A 'quick one' at Dirty Dicks will undoubtedly turn into the two of you ending up a screaming, heaving mess in a Balls Brothers. The secret is this: don't turn up to the office in last night's clothes. We've all done it, but it leaves

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► wants to spend an hour in a wine bar as a gooseberry between man and 'Berry.

3. DO PAY THE BILL

Once upon a time, there was a little thing called chivalry. Men paid the bill and women snarfed a free meal. Then a big thing called feminism came along and

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Your significant other could be lurking behind the wine list at Corney & Barrow or facedown on the floor at Abacus...

One guy in Abacus once told me he worked for the Ministry of Defence. Another Skittlebomb down, he lets slip he's actually a squaddie. Prick.

5. DO HEAD TO A CITY CLUB TO DROWN YOUR SORROWS

If all hope is lost, head to AAA (Abacus, Apt or Agenda) from Wednesday nights onwards. Guaranteed, you won't meet the love of your life but you will find a vat of Jägermeister, the St John's Ambulance parked outside and an easy grope in the corner.

6. DO BRAG ABOUT YOUR NICE FLAT

Drop not-so-subtle hints about your pimpin' flat for a guaranteed "Northern line back to mine?" A banking friend freely admits she'll "go back for coffee"

A ridiculously gorgeous friend of mine working in IT sales regularly farms her Facebook profile pictures out to clients to get dates (to secure orders, but still). It works.

8. DO HUNT IN PACKS

There's a lot to be said for a good wingman/wingwoman. Prowling around the Square Mile on your own is creepy, but if you're in a big group, make sure you stand out by either a) having the shiniest hair or b) having the biggest wallet – and don't be too shy to mention it (the latter, that is; talking about your hair is just weird.)

9. DO HAVE A DISCREET AFFAIR

Bored with the monotony of married life in the Home Counties? Sack off having

R&B night and sniff, "I must be the only person who earns more than £100k in here." Like a moth to a flame, guys, like a moth to a flame...

DON'TS

1. DON'T ASSUME LOOKS DON'T MATTER

Don't assume the only people who care about the colour of your shirt are Shoreditch nobblers. The same balcony-loving banking friend once told me sadly: "Don't ever wear a blue shirt. It shows up sweat patches far too easily." Enough said.

2. DON'T EXPECT TO MEET YOUR SIGNIFICANT OTHER IN A NIGHTCLUB

The City's late-night hangouts are not the ideal home for picking up 'keepers'.

you nakedly open to that idiot from sales shouting across the office, "Out all night, were we?" with absolutely no defence. Keep a fresh shirt (not blue, natch) in a drawer or under your desk, and have a ten-minute nap against the bog roll if absolutely necessary.

4. DON'T BOTHER BRAGGING ABOUT YOUR BUSINESS IN WETHERSPOON'S

Don't bother with the "I've got a business worth three mil, sweetie pie" chat-up line while simultaneously ordering two mojitos for £6 with your Halifax debit card. It doesn't work and it makes you look like a twat.

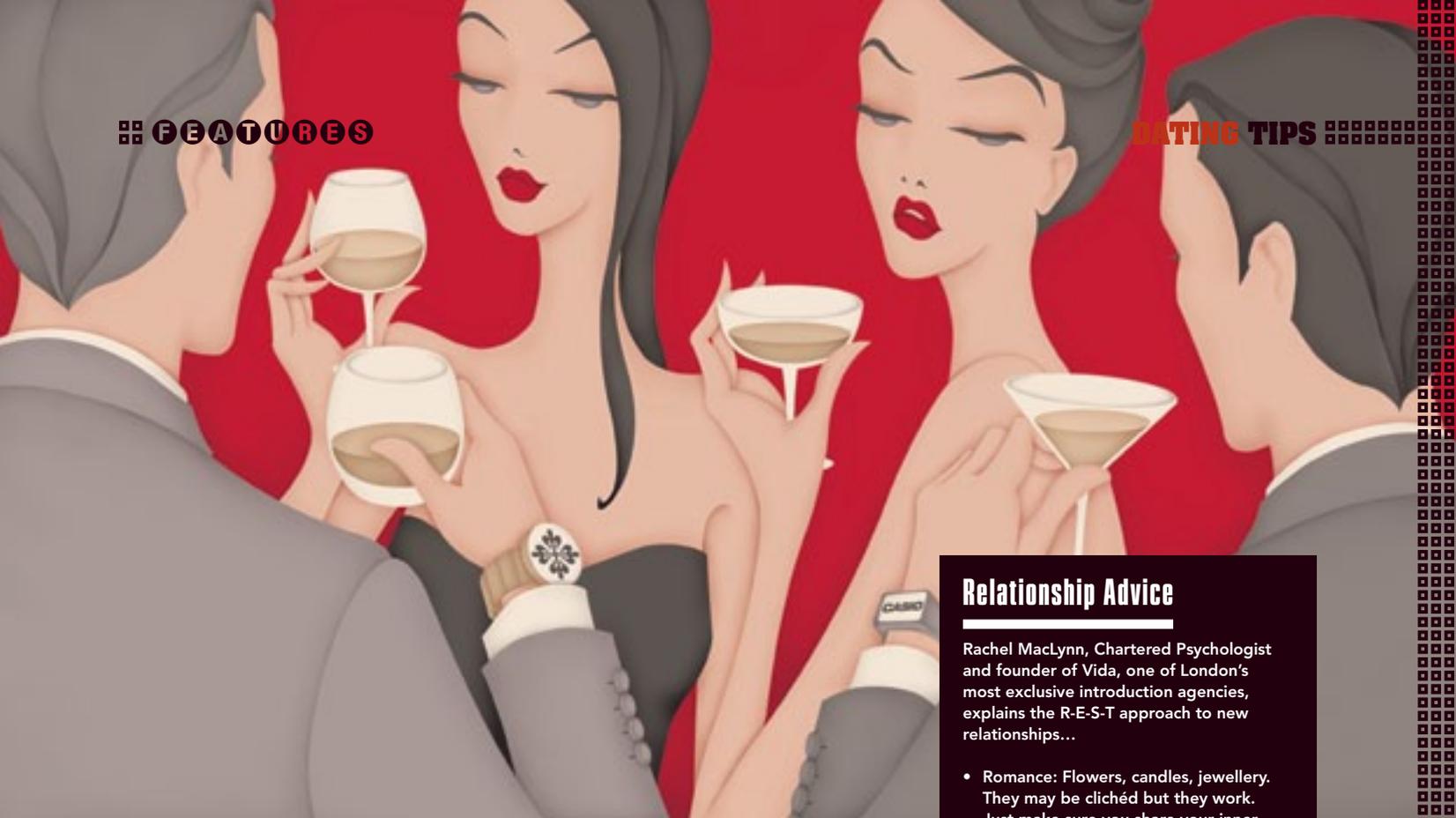
5. DON'T BOTHER WITH INTERNET DATING SITES

In an age where we email pointless ►

We'll help you get some of the best tickets to concerts and advance movie screenings. That's sure to put a smile on your face. americanexpress.co.uk/potential or search 'potential'

Realise the potential™





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You're in the greatest city on Earth, young, smart and loaded. Who isn't going to fall for your charms?...

► platitudes to people we sit next to, internet dating has (quite rightly) been damn successful. But in the Square Mile you frankly don't need to bother. Head to the City's instant dating arena Corney & Barrow and you can guarantee a herd of bankers waiting to buy you champagne.

6. DON'T FORGET THE BASICS

It's not hard to spot a cheap suit from your dad's hand-me-downs – you're not a schoolboy anymore so why dress like one? Try a bit of bling. Girls serious about dating rich men will clock (*badom-tish!*) a Patek from Zone Six.

7. DON'T DATE COLLEAGUES

It's an obvious one but don't dip your Montblanc nib in the office ink, or you might find a business meeting in one

of Fenchurch Street's finest boozers is actually a date. Monday morning equals guaranteed awkwardness.

8. DON'T DISREGARD THE CITY'S OLD-SCHOOL BOOZERS

There's more to the City scene than exclusive bars and restaurants. Seek out more basic boozers like Dirty Dicks, the Duke of Somerset and Fleetwood. They still serve Jägerbombs – at half the price.

9. DON'T GET TOO DRUNK

From very painful personal experience, don't think dancing on a bar table looks cute/sexy/funny. It's not cute/sexy/funny when you fall through what can only be described as a lazy Susan hole and end up with a big purple bruise two hand spans in size. Neither is having a lock-in at the KFC on Bishopsgate at the end of the night because 'eating's cheating'.

10. DON'T FORGET YOU'RE IN THE CITY

You're in the greatest city on Earth, earning six-figures in the best postcode in the capital. You're young, smart and loaded. Who isn't going to fall for your charms? Go forth and prosper. ■

Read more of Cathy Adams's insights on the City social scene on her *CityBird* blog on squaremile.com

Relationship Advice

Rachel MacLynn, Chartered Psychologist and founder of Vida, one of London's most exclusive introduction agencies, explains the R-E-S-T approach to new relationships...

- **Romance:** Flowers, candles, jewellery. They may be clichéd but they work. Just make sure you share your inner feelings in a confident, charming way. No lady likes a wet blanket.
- **Entertainment:** We all want to meet someone who can make us laugh. It's amazing how many people forget to smile on a date. But when you smile you automatically feel happier and make your partner smile, too. And if you have had a shocker of a day in the office, take your date to a show or concert for some outsourced happy vibes.
- **Surprises:** This doesn't have to be whisking her off to Paris for the weekend (not every weekend, anyway). You can earn serious brownie points with lots of little surprises – all you have to do is show some spontaneity and break from the norm and it will show that you are putting in some serious thought...
- **Thoughtfulness:** This involves listening to your partner, remembering and then recalling comments she made. You can then really put your grey matter to the test by combining this with all of the above for optimal impact. There is nothing more wonderful than a man planning a surprise around little comments he has heard his partner mention weeks or months earlier. For example, organising a weekend away staying in a Scottish castle because she had mentioned she'd never been to Scotland... and she's a princess. You get the idea.

For more information on Vida's match-making service go to thevidaconsultancy.com