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Loud crushing is the 2025 dating trend changing how we express love

A new trend called 'loud crushing' is taking over. Young people are openly sharing their romantic interests, often on social media. This is a shift from past trends of keeping feelings secret. Celebrities are also influencing this open approach to attraction. Experts say it's about honesty and confidence, though there are risks involved.



Admiring someone in secret is so 90s as the latest trend of *loud crushing*

is becoming the new thing. The trend is marked by open expressions of romantic interest into another, often on social media and other means. Unlike traditional notions of playing it cool or admiring in silence, loud crushing is about transparency and emotional honesty.

What is loud crushing and why young people are embracing it?

Shipra Kumari, a 25-year-old media professional from Mumbai, who has loudly crushed on someone, explains, "I am a hard-core believer in facing things and expressing myself regardless of the outcome. I'm open to reality checks. Life is too short to keep feelings bottled up." For Shipra, loud crushing is about honesty with oneself and others, with no expectations attached. She added, "It's just being honest with myself and another person. I will take the chance over living with the 'what if.'

Psychologist and social rights activist Dr. Malini Saba offers insight into why loud crushing resonates strongly, especially with young people. She observes, "When people... go public with a crush, it's not really always about the person they like. Of course there's an attraction, but it's really about being noticed."

However, Dr. Saba also cautions about the mental health implications of such public declarations amplified by social media. "Online rejection is loud, it's public, and it sticks around... If someone ties their self-worth to likes or reactions, that can really chip away at confidence, give them anxiety..."

Pop culture is fueling the trend

While expressing feelings of admiration towards another person has long been the formula of Bollywood films from the 90s, it is only now that this action is given a suitable name. From the 1997 film Ishq, where [Ajay Devgn](#) sees Kajol for the first and is openly head over heels for her, to the very recent case of Travis Kelce not holding back on flaunting his interest in [Taylor Swift](#) and expressing his desire to meet an give his bracelet to the pop-star during her show in Kansas. The best part, whether fiction or reality, they both got what they wanted.

Pop culture expert Divya Dixit, CEO of social recommendations app Recz, underscores how celebrity moments fuel the loud crushing trend and shift dating norms. She says, "When Travis Kelce openly gushes about Taylor Swift, it makes people feel it's cool to say 'I like you' without overthinking." Such high-profile examples normalize open expressions of feelings, making love talk "less cringe and more normal." According to Divya, celebrity visibility raises expectations but also normalizes vocalizing feelings. Shre adds, "Fans often mirror celebrity behavior, which helps destigmatize expressing feelings openly... partners are now measured against grand romantic gestures... At the same time, it normalizes being vocal about feelings."

Risks, rewards and the modern dating shift

From a relationship expert's perspective, Sidhharrth S Kumaar defines loud crushing as "a state wherein one expresses the attraction towards another person in an open, transparent, authentic, and wittier manner." He highlights its playful and non-committal essence, noting that "75% of modern daters prefer to talk openly about their crush rather than keeping it secret." Sidhharrth acknowledges risks, including psychological pressure and social embarrassment if feelings aren't reciprocated. Yet, he endorses loud crushing over older trends like playing hard to get: "It's rooted in confidence, honesty, and social playfulness rather than avoidance or manipulation."

In a world where feelings often stay hidden or ambiguous, loud crushing celebrates the courage to be seen and heard, making romance more vibrant and alive than ever before. As Shipra puts it, "If you feel safe and emotionally ready... then why not; go for it, express your feelings & let your excitement shine loudly!" This trend, fueled by the potent mix of personal bravery and public validation, is indeed catching fire and reshaping how people approach love and attraction in today's socially connected world.