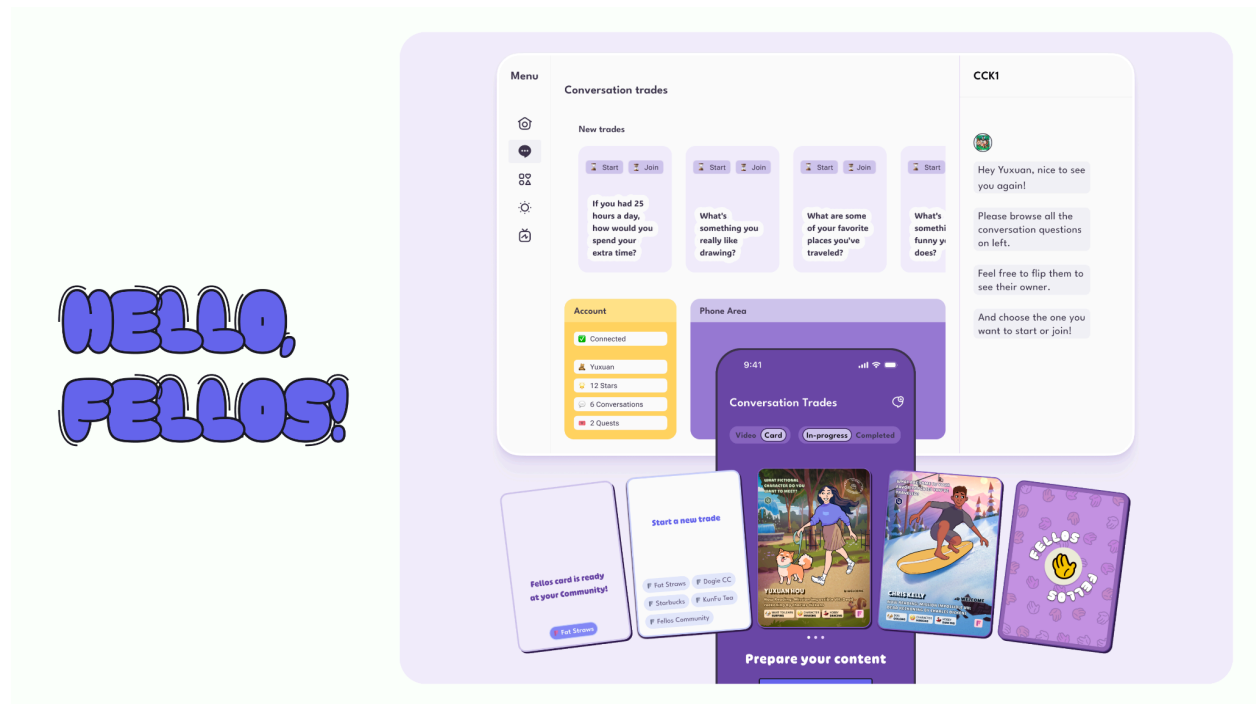


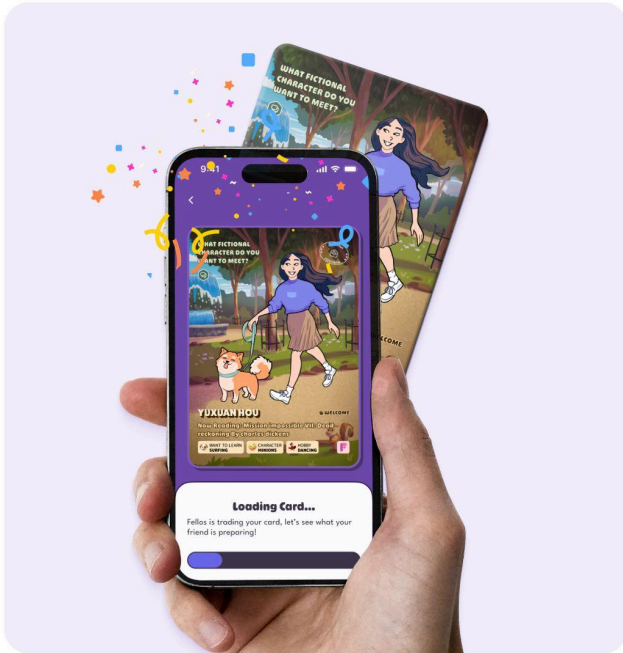
Fellos: Gamifying Human Connection – Showcased at London Design Festival 2025

London, UK – September 2025 — *Fellos*, a playful new digital product designed to help people form deeper connections in their local communities, will be featured in the **London Design Festival 2025 Partner Programme** through an exclusive online exhibition. Currently preparing for launch, Fellos reimagines how digital tools can spark meaningful, real-life interactions.

Rather than keeping people glued to screens, Fellos gamifies the process of making friends. Through customized and interactive, physical and digital cards paired with storytelling features, the app invites users to trade, collect, and share personalized video messages — turning everyday encounters into memorable connections.



“Design has the power to bridge digital and physical worlds. With Fellos, our aim is to transform fleeting moments into lasting friendships,” says Yuxuan Hou, Digital Product Designer of Fellos.



Fellos has already earned recognition for its innovative approach to community-building, winning the **Silver Muse Design Award 2025**. Its designer, Yuxuan Hou, has also gained international acclaim, with honors including the **iF Design Award**, **Core77 Design Awards**, **UX Design Awards**, **Muse Design Awards** and more.

Presented online as part of London Design Festival, the Fellos exhibition provides a first glimpse into the app's mechanics and playful visual identity, inviting a global audience to explore how gamification can bring people closer in the digital age.

Event Details

- **What:** Fellos – Online Exhibition at London Design Festival 2025
- **Where:** London Design Festival Partner Programme (online)
- **When:** September 2025
- **Experience:** Exclusive preview of Fellos's interactive features and design vision

High-resolution images are available upon request. For more information, please contact:

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