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# TFG's New Bash App Tops Download Charts After Official Launch

By Staff Writer – Feb 22, 2023 – Updated: Feb 23, 2023 ⌚ 2 Mins Read

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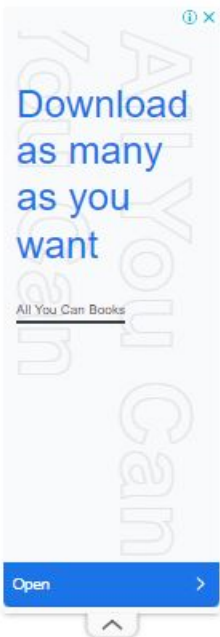
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TFG's new fashion and lifestyle shopping platform, **bash**, made a standout official debut this week, becoming the most downloaded app within six hours of its launch to customers.

The platform, available on desktop and mobile web, as well as the IOS, Android and Huawei App stores, was the most popular app both within the shopping category and across all categories.

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**Bash already boasts over 150 brands across 15 TFG store brands.** Combined, this showcases an unrivalled selection of SA's most-loved retail brands, augmented by the TFG rewards programme and TFGMoney.

“We always knew that TFG had the ideal pillars to build a profitable, at-scale ecommerce business. Over 20 million customers, 3 000 stores nation-wide, more than 15 of SA's most-loved store brands, a compelling rewards and credit offering, and our unique quick-response manufacturing capability give TFG numerous advantages over pure-play competitors. What we needed was a tech platform to bring all these elements together, and bash does exactly that,” said TFG CEO Anthony Thunström.

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*bash-app-screen*

*"South Africa has a high mobile penetration rate and we believe that mobile is where the battle will be won. The new bash app vs the older myffgworld*



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apps are already up 50% month to date. We expected to see improvements but this has exceeded those expectations.”

Visitors to mytfgworld.com are now being re-directed to the bash.com homepage, while those who have been using the MyTFGWorld app are being prompted to download the new bash app.

New store brand homepages on bash.com for all apparel and beauty brands are already in place and from next week this will also include technology, jewellery and home brands.



Bash

The bash team have migrated all MyTFGWorld log-in details and TFG Rewards settings, allowing customers to use the same email and password details to start shopping.

“The successful launch of bash marks a significant milestone in our efforts to turn our vision into reality and create truly remarkable omnichannel experiences for our customers,” Thunström said.



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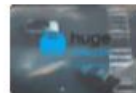
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*"The bash team has been hard at work over the past 18 months and built the foundations of what we believe will be the largest fashion and lifestyle shopping destination on the continent."*

*"We are delighted with the response from customers so far."*



A horizontal advertisement banner for British Airways. On the left is the British Airways logo with the text "T&Cs apply" below it. In the center is a dark blue button with the text "BOOK NOW" in white. On the right is the "BRITISH AIRWAYS" logo with its signature red and blue tail fin. In the top right corner of the banner are small icons for information (i) and close (x).



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