

# MEDIA RELEASE



## **PRESS RELEASE: Bash and the Future of Omnichannel Retail: A homegrown success story**

FOR IMMEDIATE RELEASE

**Cape Town, 24 March 2025** - “We’ve always believed that South Africa deserves world-class retail experiences,” says Anthony Thunström, TFG’s Group CEO. “The opportunity to build Bash has been about more than just launching a successful platform. It’s about proving that innovation at scale is possible, that we can lead in technology, and service, while creating meaningful impact in the economy.”

This bold vision sparked the birth of Bash, TFG’s digitally native business designed to reimagine how South Africans shop. Led by seasoned e-commerce entrepreneurs Luke Jedeikin and Claude Hanan, Bash has grown from an ambitious idea into South Africa’s largest omnichannel fashion and lifestyle platform in just two years.

TFG’s ambition was clear: transform a fragmented digital presence - 15 separate brand websites - into a single, powerful platform. This wasn’t just an upgrade; it was a fundamental shift in the digital retail experience. When Bash launched in March 2023, it brought with it a consolidated, seamless platform that made shopping easier, faster, and more intuitive.

The results were immediate and impressive. Within six months, Bash surpassed one million downloads. By the end of 2023, the app had been downloaded 3.8 million times, becoming the country’s #1 fashion shopping app. More than 1.2 million customers engaged with the platform, generating over 420 million shopping sessions across web and app.

But Bash wasn’t only about digital dominance. In late 2023, Bash expanded its footprint into physical retail through Bash-powered in-store tech across TFG stores - enabling access to 16 times more products while shopping in-store. From a pilot in just seven locations, the rollout grew to 600 stores, with rapid expansion planned throughout 2025.

This shift redefined the role of the physical store. Store associates became active participants in the digital journey, driving more sales and earning over R3.4 million in commissions through tech-enabled sales. The initiative also created opportunity, with Bash’s participation in the YES Programme equipping young South Africans with vital retail experience and career paths.

Bash’s impact didn’t go unnoticed. At the 2024 Bookmark Awards, the platform took home five major accolades, including Gold for Best E-Commerce Site - a reflection of its market-leading user experience, mobile design, and omnichannel strategy. Bash also recorded 53% year-on-year growth, while its fulfillment network scaled from six to 530 drivers, boosting delivery speed and efficiency.

“What we’ve done in two years has far surpassed our initial vision,” adds Thunström. “And we’re just getting started.”

Bash’s success is more than a corporate win - it signals a paradigm shift in South African retail. It proves that local innovation can compete globally, that homegrown talent can build world-class solutions, and that the future of retail is already being shaped right here, at home.

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By the end of 2025, Bash-enabled stores will number in the thousands, and the integration between digital and physical retail will be deeper than ever - creating an even more seamless, personalised way for South Africans to shop.

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**NOTES TO EDITORS**

**About TFG Limited**

TFG (The Foschini Group) holds a diversified portfolio of speciality retail assets across various product categories and consumer segments. The Group has a portfolio of 37 leading retail brands, with over 4700 outlets in 23 countries on five continents, offering customers a variety of speciality products including fashion apparel, jewellery, cosmetics, sporting apparel, electronics, homeware and furniture.

TFG has the largest speciality fashion and lifestyle retail footprint in South Africa and a growing presence in the UK and Australia employing more than 47500 people.

With its vision to create the most remarkable omnichannel experiences for its customers, TFG has launched Bash, which is now the No. 1 South African Fashion and Lifestyle shopping app where the Group's sought-after retail brands and loyal customers come together seamlessly in one virtual platform.

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