✦Dashl   H&M

Swedish beauty experts team up with Polish marketplace experts

Tango worked with the Swedish beauty startup dashl funded by H&M
on building its mobile apps, connecting customers with beauty venues.

FEATURED IN   VOGUE   ELLE   OK!   GRAZIA

dashl's founders, though experts in the beauty industry, faced a significant challenge in developing a user-friendly and attractive interface for both customers and vendors.

They needed a comprehensive marketplace solution that included easy to use mobile apps for customers, flexible availability and pricing management for vendors, and a seamless integration with both physical stores and e-commerce platforms.

ÅHLÉNS
City

DASHL BEAUTY BAR
Åhléns City, Stockholm

Boka hårstyling, makeup, naglar, bryn- och fransbehandlingar!

BOKA

ÅHLÉNS
Mall of Scandinavia
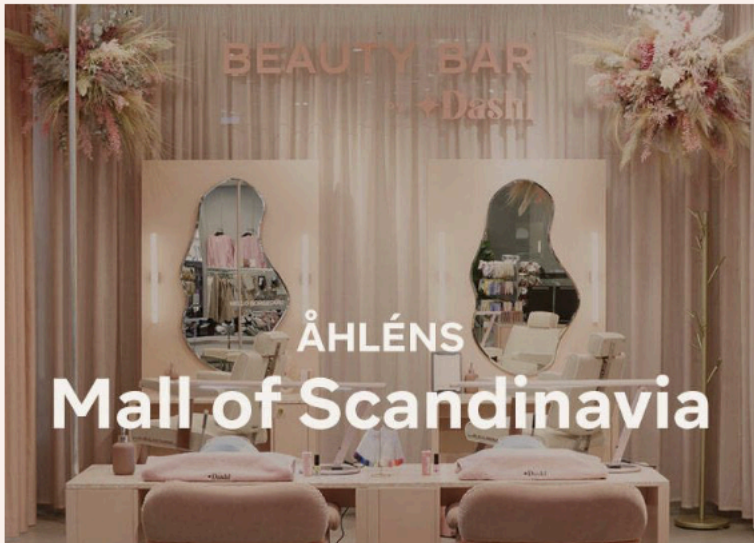
DASHL BEAUTY BAR
Åhléns Mall of Scandi...

Boka nagelbehandlingar, bryn- och fransbehandlingar!

BOKA

ÅHLÉNS
Östermalm

DASHL BEAUTY BAR
Åhléns Östermalmstorg

Boka naglar, bryn- och fransbehandlingar!

BOKA

ÅHLÉNS
Nordstan

DASHL BEAUTY BAR
Åhléns City, Göteborg

Boka nagelbehandlingar, bryn- och fransbehandlingar!

BOKA

RESULTS

With Tango's experience, dashl sucessfully **launched and scaled a versatile marketplace platform in 4 countries**.

The platform includes:

- an intuitive iOS customer app
- a comprehensive backend system for vendors
- seamless integration with physical pop-ups in H&M stores as well as the digital Shopify store

Customers love dashl's platform with **average ratings of 4,9/5 across 30,000+ reviews**.

Flexibility and scalability were crucial in H&M's investment in dashl and the further 2024 acquisition.
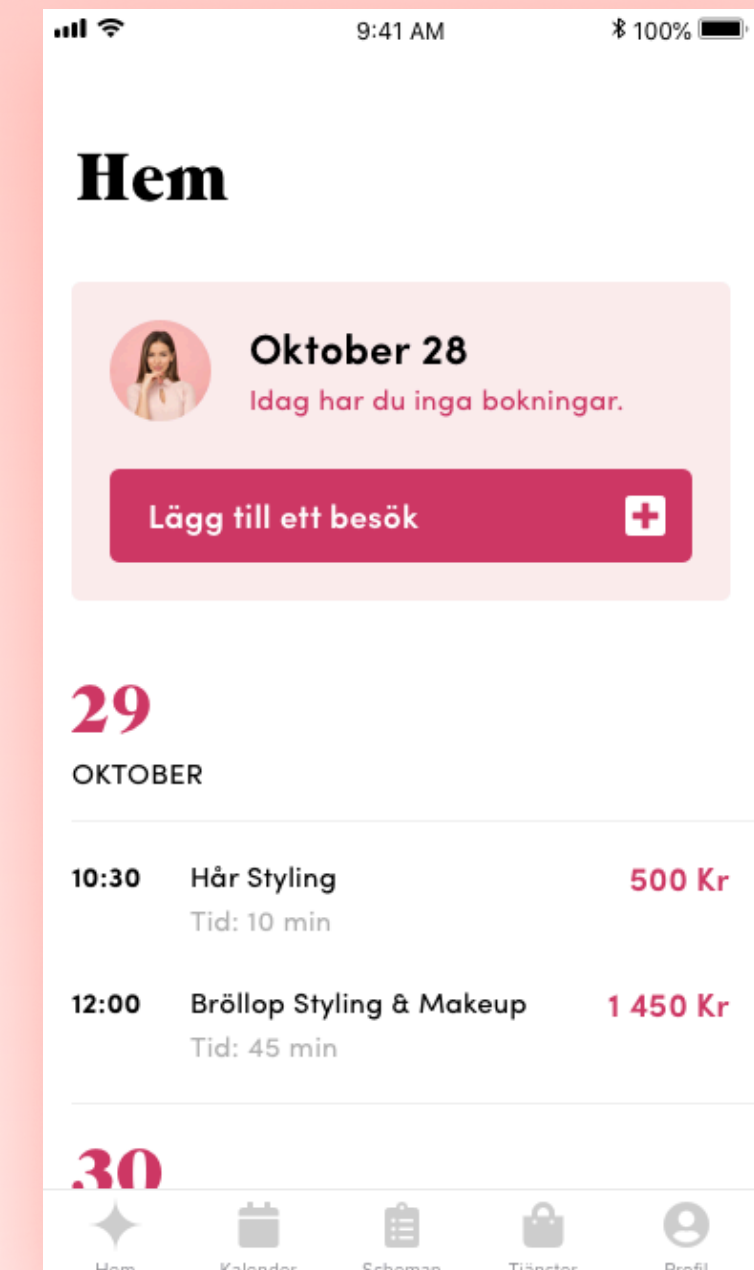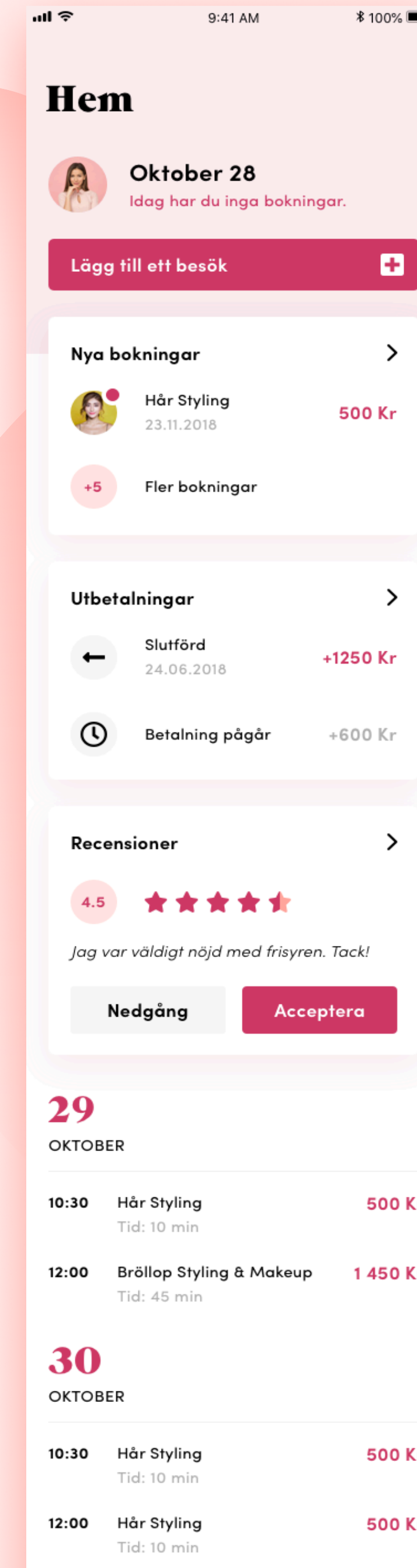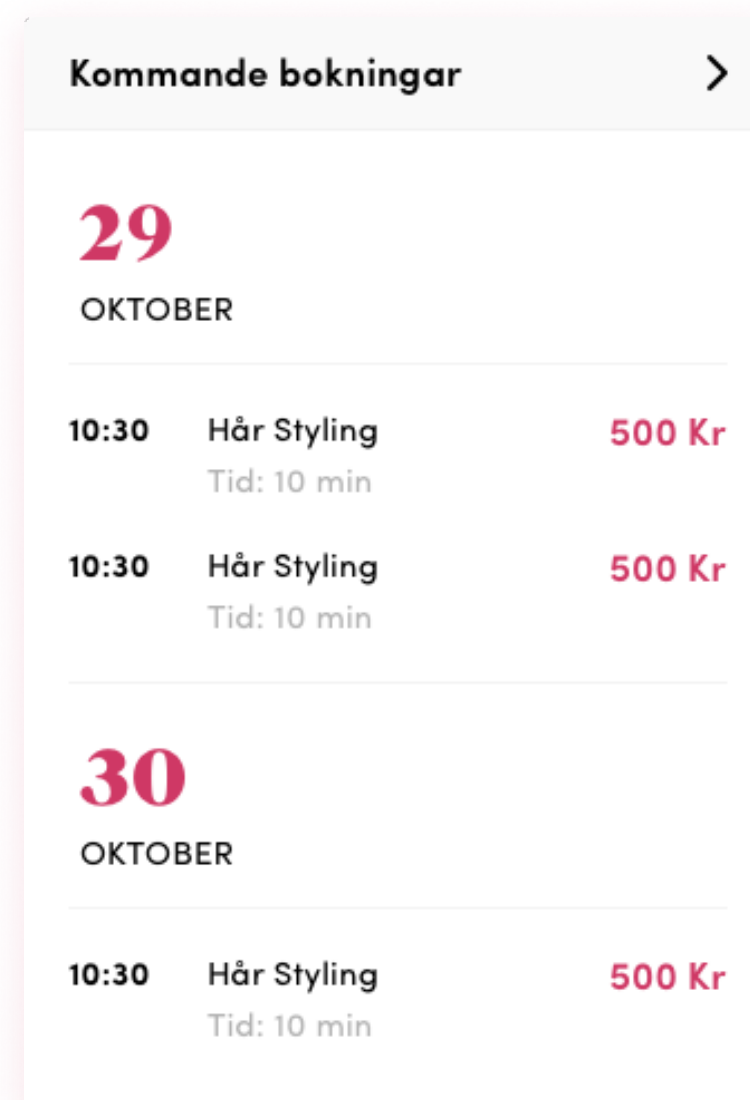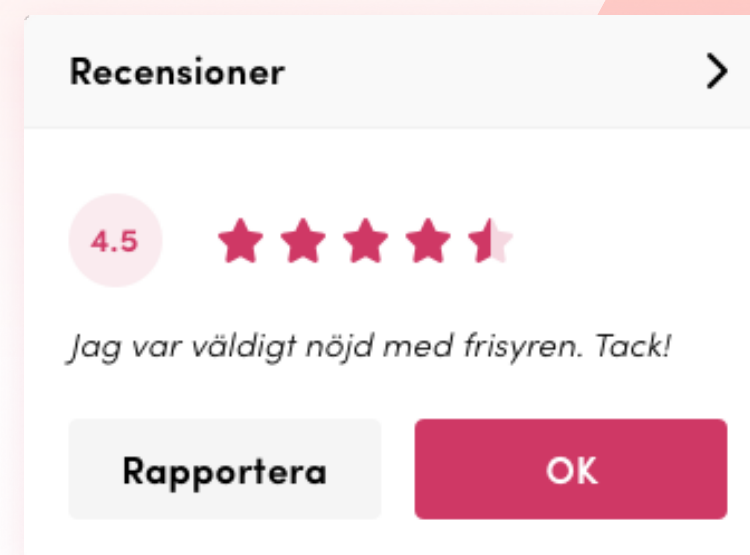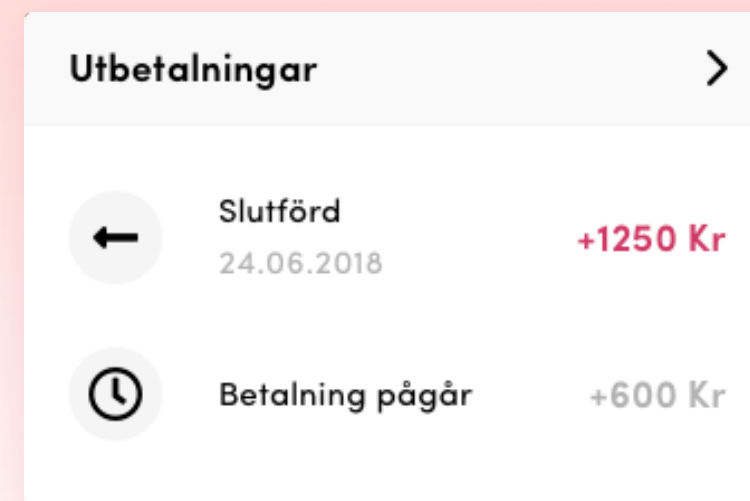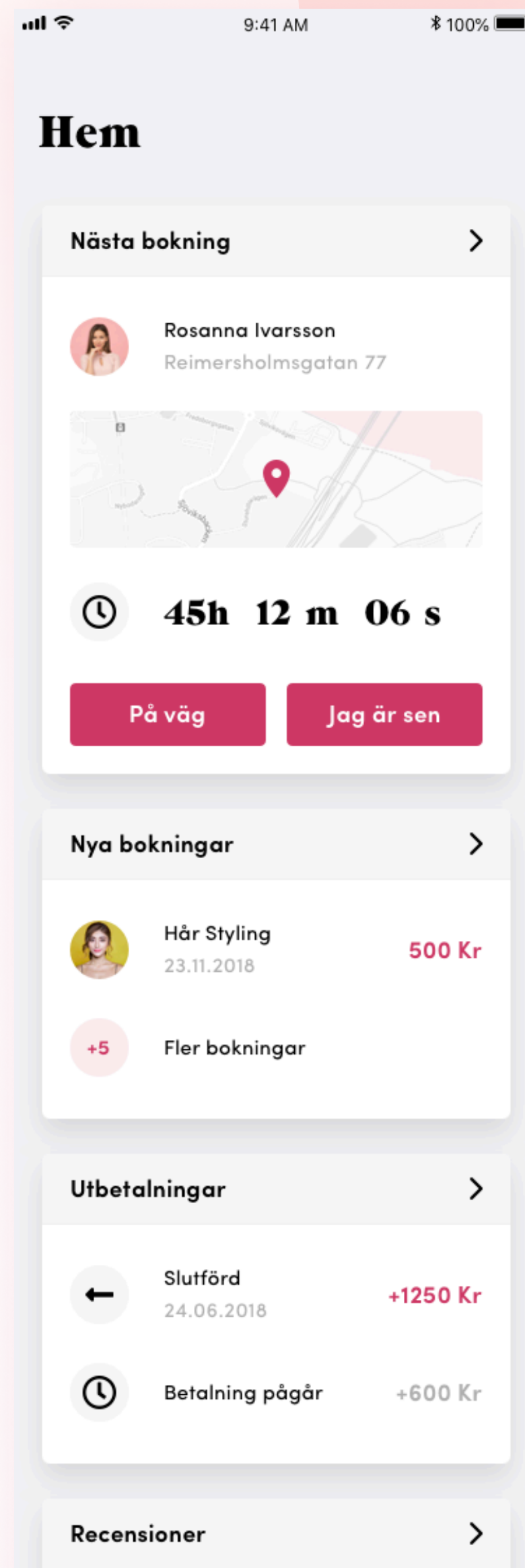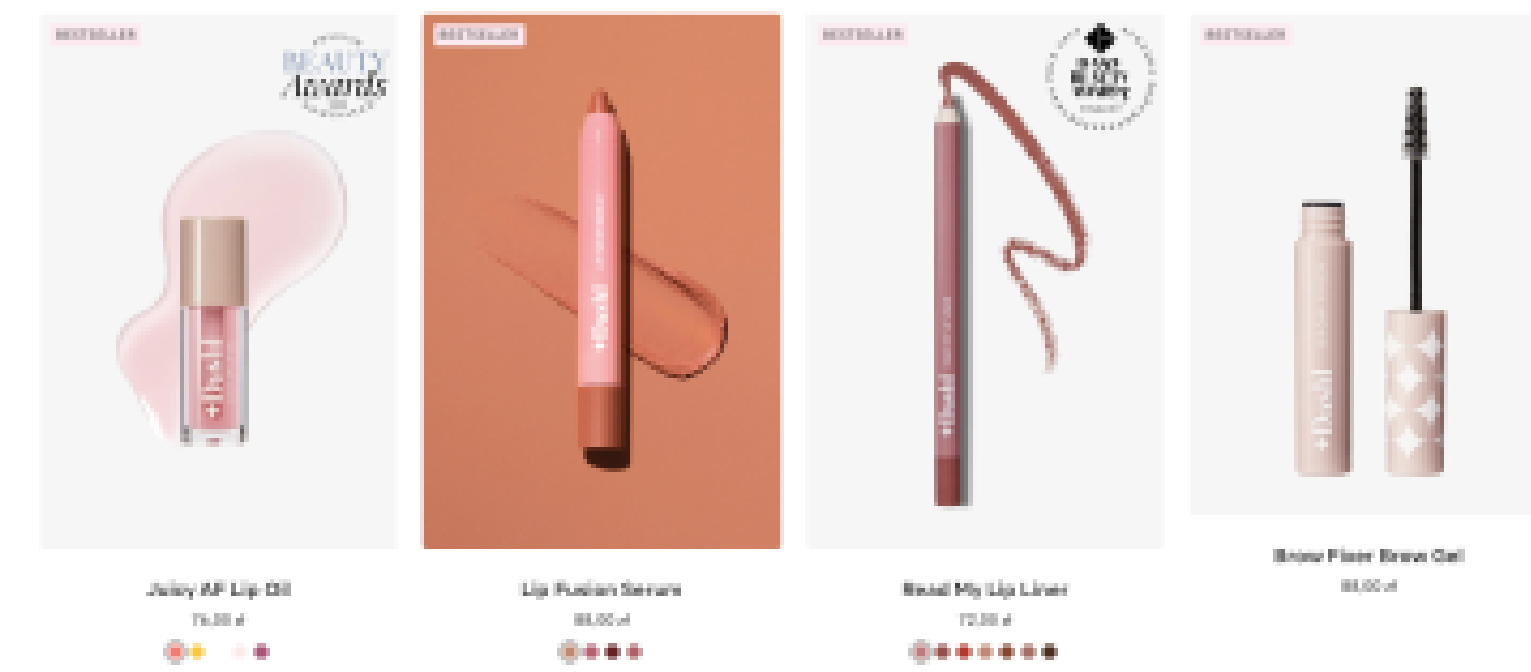
CLIENT APPS

Clients use the dashl client apps to check when their beauty favourite service providers are available, and schedule visits in advance.
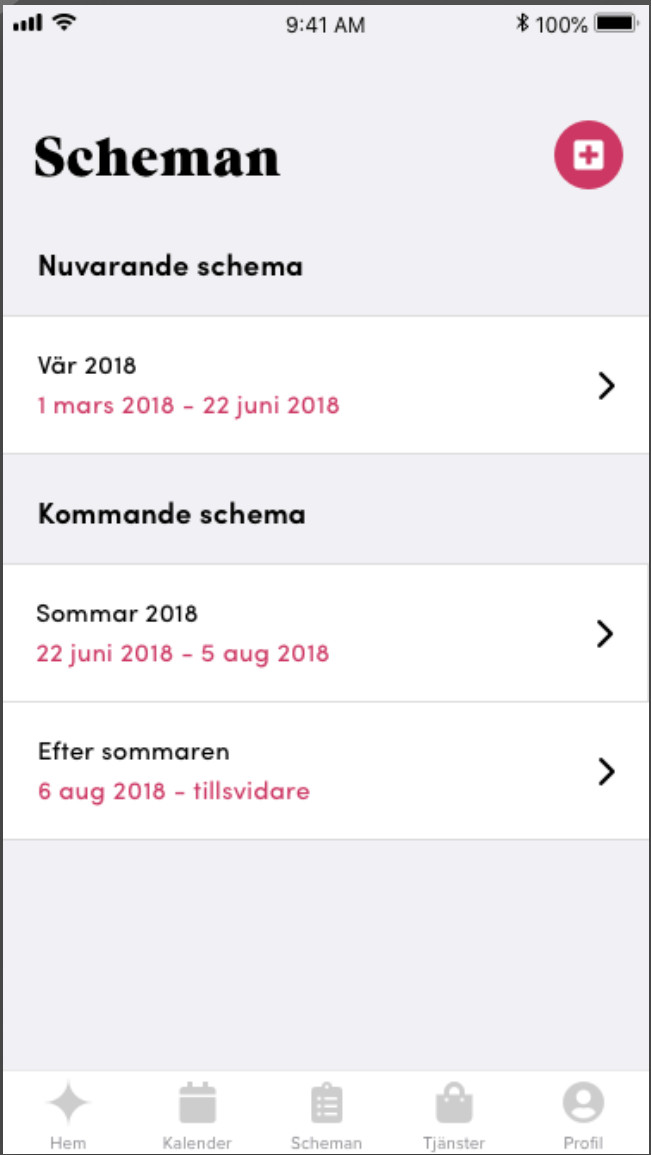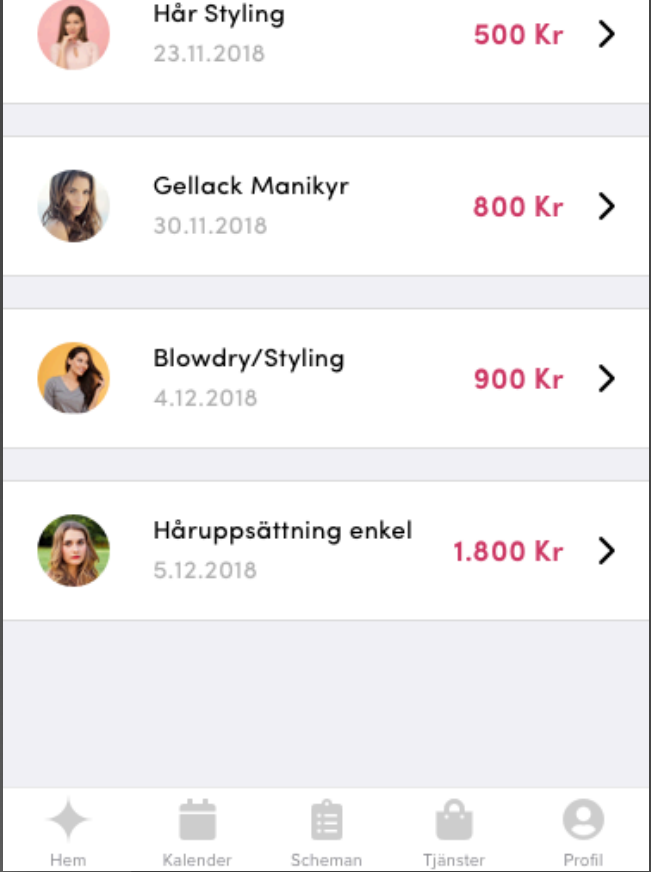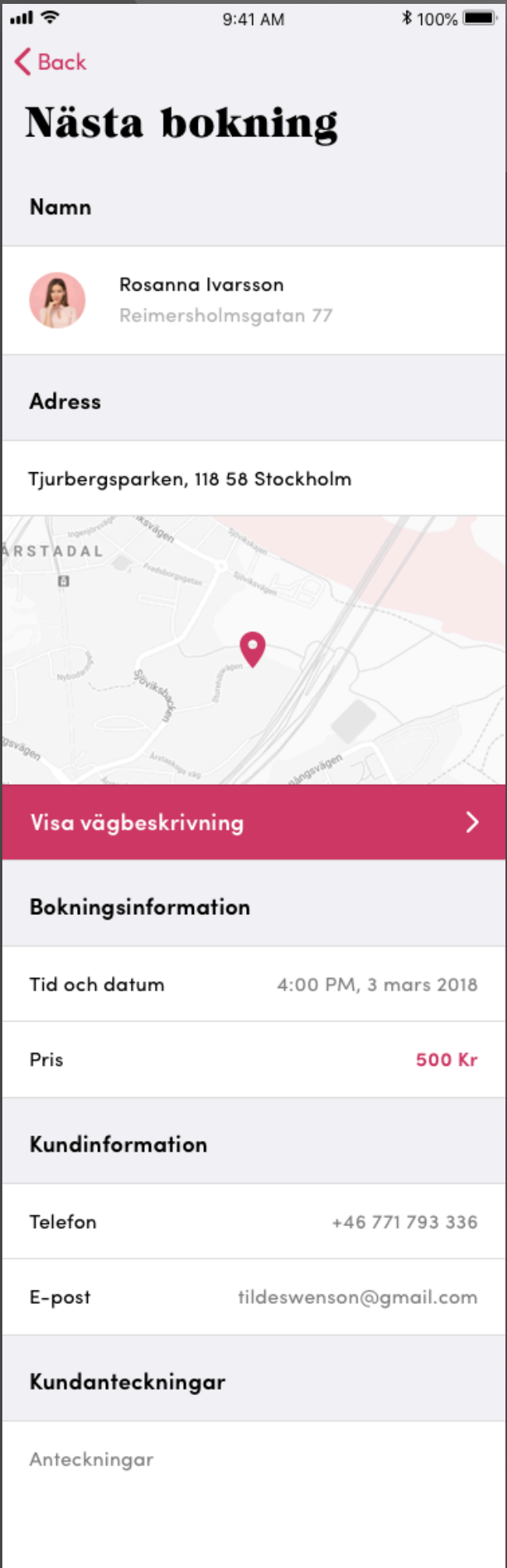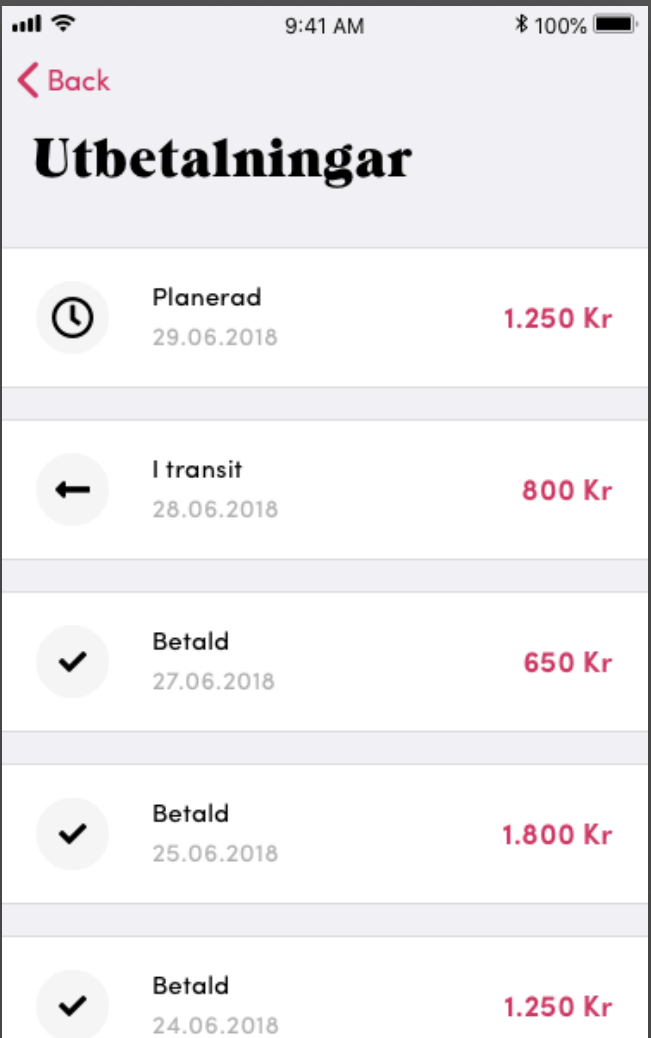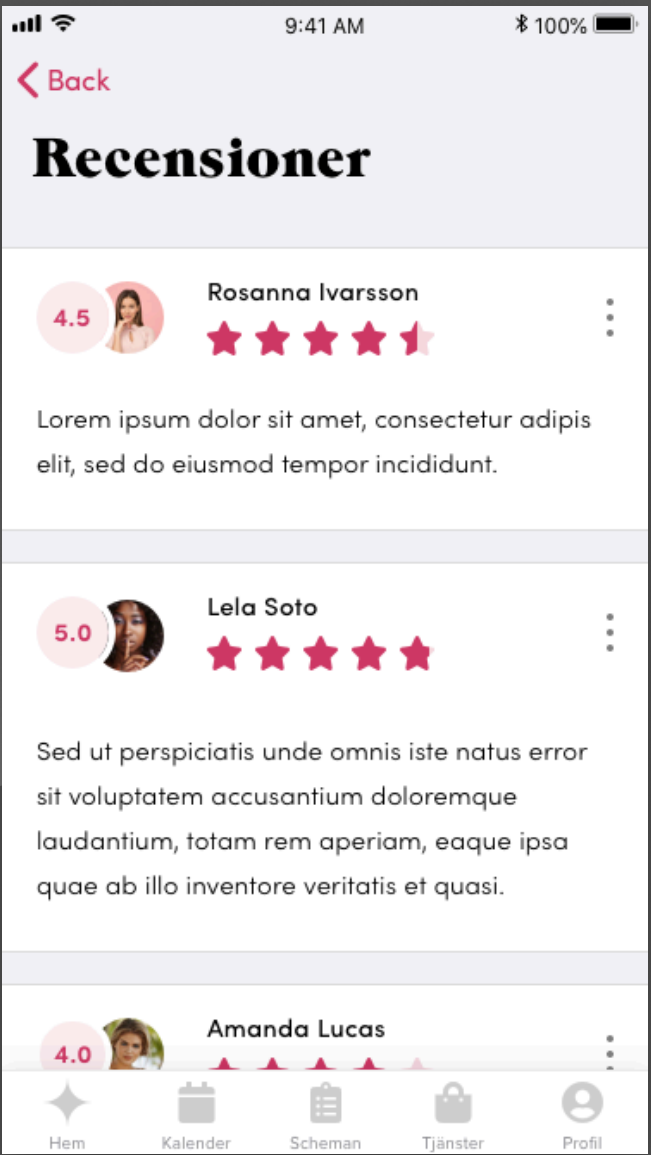
Through the e-commerce module, they can also order dashl beauty products directly from the app!

VENDOR APPS

Apps built for service providers allow them to automatically manage their pricing, availability and scheduled bookings.

Using the dashl apps saves them days on administrative tasks and communication with customers every month.

" We are happy with Tango's services and account management - their founders and project manager are great!

We found that they have superb engineers and the quality of their work is high, so we feel safe when we get new staff from them because they get involved as a team.

They are always very reliable and knowledgeable, which is outstanding. Even if we have a question and someone on our team doesn't have the immediate answer, they can still find the competence in-house because they have a lot of experience within their team.

Our users love our apps and found them easy to use.

Nina Akbari
CEO & Founder, dashl

TECHNOLOGY

We built the iOS native apps using Swift - along with Apple's guidelines. This allowed for pixel-perfect animations, deep integration with iPhone location features and a flawless experience for the users.

The vendor interface required highly interactive elements which made a perfect case for working with React.js. Working with React allowed us to create standardised, reusable components very efficiently to build vendor tools.

The technical team at dashl was used to working with Java, which led us to use it on the backend. This allowed our teams to collaborate very efficiently in a language that we all knew.

AWS is the gold standard for web infrastructure and this is how we deployed dashl. It helped make the architecture for the project as seamless as possible for the non-technical part of the team.