

BraidsLab Launches Nationwide AI-Powered Marketplace to Transform Hair Braiding Industry

BraidsLab combines geolocation, AI-based style recommendations, and verified vendor profiles to connect clients with hair braiders across the U.S.

CHICAGO, IL, UNITED STATES, June 9, 2025 /EINPresswire.com/ -- A new AI-powered digital marketplace is entering the U.S. beauty sector with an ambitious mission to support hair braiders and clients nationwide. [BraidsLab](#), developed by a software engineer and an entrepreneur who has worked for some of the big tech companies, Anderson Nwammadi, provides a centralized platform for discovering, booking, and engaging with licensed braiding professionals, while also offering personalized style suggestions powered by artificial intelligence.



With services now available across all 50 states, BraidsLab addresses long-standing gaps in the beauty services ecosystem, chiefly around visibility for independent professionals, limited client access to curated service providers, and the lack of centralized tools tailored to hair braiding.

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BraidsLab helps simplify the braiding journey, for stylists and clients alike, by using smart technology built around real user needs.”

Anderson Nwammadi

The platform’s signature feature, BraidsLabAI, allows users to explore recommended braid styles for specific occasions (such as weddings, proms, graduations, and job interviews), generate visual previews, and identify suitable

local braiders, all from a single interface.

Meeting a Critical Market Need

Hair braiding remains one of the most culturally rooted and economically important aspects of the personal care industry in the U.S., especially within Black, Afro-Caribbean, and African-American communities. Yet the business side of braiding often lacks adequate digital infrastructure.

While salon software and general marketplaces exist for beauty professionals, most are designed for large salons or generalist stylists. BraidsLab narrows its focus to braiders specifically, giving them the tools to succeed as independent vendors without requiring costly equipment, expensive websites, or technical training.

Braiders across the U.S. are encouraged to sign up for a verified vendor profile, where they can:

- Upload up to 20 images of their work
- List services and pricing
- Set custom hours and availability
- Accept booking requests
- Choose at-home or in-salon service options
- Communicate with clients via messaging
- Receive appointment reminders via email and SMS
- Request instant payouts after appointments
- Get a green verification badge upon approval

Clients benefit from search and filter tools that allow them to browse braiders by city, state, or



zip code. They can also use keywords to find specific businesses or stylists, save their favorites, and leave 5-star ratings.

How BraidsLab Works

For Clients

A user looking for a new hairstyle starts by visiting BraidsLab's official website. The homepage offers an AI-powered interface that invites clients to share the occasion they're preparing for, be it a formal event or a casual style change.



Once the BraidsLabAI agent processes this input, it generates visual hairstyle examples and recommends braiders nearby who are capable of executing the selected style. The client can review portfolios, read ratings, compare prices, and book appointments directly. Many stylists also maintain an [Instagram](#) presence, but BraidsLab offers a consolidated space where users can view verified images without navigating off-platform.

If the client opts for at-home service, a notification is sent to the selected braider, and mapping tools ensure proper routing and scheduling.

For Braiders

Stylists sign up with basic business details, upload credentials, and verify their identity. Once approved, they receive a green badge, which helps clients identify trusted professionals. Braiders can set their prices independently, manage availability in real-time, and accept or decline appointment requests at their discretion.

BraidsLab operates on a flexible payout model, allowing braiders to request their earnings instantly, similar to ride-share drivers. Email and SMS confirmations support all stages of the customer journey.

Artificial Intelligence Enhancing the Hair Experience

At the core of BraidsLab is SolubiaAI, the platform's intelligent style engine. Beyond offering stylist discovery, this tool generates tailored hairstyle recommendations and previews using machine learning trained on a wide database of braiding styles.

For clients unfamiliar with braiding terminology or trends, this AI agent simplifies style exploration. Instead of scrolling endlessly through unfiltered images, users can describe their event or aesthetic goal and receive visual suggestions in seconds.

According to internal data, 71% of beta testers reported higher satisfaction and clarity in booking decisions after using the style generator.

Unique Platform Features

BraidsLab offers a wide array of features beyond booking, including:

- Emoji Tally: A leaderboard that highlights braiders with the highest engagement or profile visits.
- Vendor Intro Generator: Braiders receive a custom business description powered by AI to improve their profile.
- Hair Style Image Generator: BraidsLabAI agent can recommend a hair braiding style for you, generate an image style, and provide a step-by-step process on how to braid the style.
- Geolocation Map Integration: Clients can navigate to a braider's location using built-in map directions.
- Rating and Reviews: Clients rate their experience post-appointment with a 1-5 star system.
- Client Favorites: Users can save preferred braiders or styles to their profiles for easier rebooking.

Targeting Underserved Markets and Professionals

Founder Anderson Nwammadi built BraidsLab with inclusion in mind. The platform intentionally serves underserved regions, small towns, and mid-sized cities that lack major salon chains or digital booking tools.

In these areas, mobile braiders often operate without dedicated websites, [Facebook pages](#), or appointment software. BraidsLab provides a single platform that fulfills all of these roles, enabling professionals to grow their visibility without technical overhead.

"There are talented braiders in every state who are currently invisible online," said Nwammadi. "We wanted to create a system that finds them, empowers them, and connects them with clients who otherwise might not have known they exist."

Industry Statistics & Market Potential

According to IBISWorld, the U.S. beauty salon industry exceeds \$48 billion annually, with growing demand for textured hair services, protective styling, and cultural authenticity. While precise data on braiding is fragmented, social media trends, search interest, and retail hair extension sales indicate steady national growth.

A recent study by Mintel showed that over 60% of Black women in the U.S. use braiding or protective styles at least once per year. However, nearly 40% reported challenges finding stylists they trusted or information about what styles best suited their needs.

BraidsLab aims to solve both problems, giving clients more confidence and professionals more

reach.

Ethics, Privacy, and AI Safety

With growing concern over AI and user data, BraidsLab has incorporated a privacy-first approach. Style data and user preferences are anonymized and not shared externally. No biometric or facial data is stored, and AI suggestions are based on pattern matching, not facial recognition.

“We wanted to integrate AI ethically from the beginning,” said Nwammadi. “We don’t store any personally identifiable information related to the preview generation. The AI’s only function is to assist, not to profile.”

Additionally, stylists and clients retain complete control over their accounts and communications. Conversations remain private, and client contact information is not visible to vendors unless a booking is confirmed.

Founder’s Vision and Future Expansion

Anderson Nwammadi has a background in technology and user experience design. Inspired by challenges his community faced in finding local hair care professionals, he began building BraidsLab as a side project. After interviewing over 80 stylists and dozens of clients, the business model and AI-first feature set began to take shape.

Planned future updates include:

- A BraidsLab mobile app for iOS and Android
- Marketplace product integrations (hair tools, extensions, accessories)
- Loyalty and referral rewards for frequent users
- A vendor dashboard for tracking earnings and appointment trends
- Braider forums for peer support and collaboration
- On-demand tutorials and business resources

Use Case: Client Journey

Consider a client preparing for a graduation ceremony. Unsure about which style to choose, she visits BraidsLab and inputs “graduation, medium length, low maintenance.” BraidsLabAI recommends a feed-in braid crown and presents three stylists nearby with similar completed work.

The client selects a braider, books an appointment for at-home service, and receives a reminder the day before and one hour prior. After the appointment, she rates her experience and saves the stylist’s profile. The entire journey is managed through one streamlined interface.

About BraidsLab

BraidsLab is a U.S.-based AI-powered platform built to connect hair braiding professionals with

clients seeking customized, high-quality styling. Designed with independent stylists in mind, the platform combines AI style previews, geolocation search, instant messaging, automated booking, and flexible payouts.

With a focus on empowering underserved professionals, BraidsLab brings innovation, accessibility, and opportunity to one of the beauty industry's most essential niches.

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