

FOCUS ON ... BLACK FRIDAY SALES

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Shop on the dark side

Retailers at Armada Dandenong Plaza are gearing up for Black Friday sales on Friday 29 November 2019 and this year is predicted to be fast, furious and loaded with tech deals.

Exactly what is on sale and at what price is a closely guarded secret with many retail floor staff only finding out days before the launch of Black Friday as competition between retailers gain momentum.

Some of the items tipped to be on sale with huge reductions are large screen TVs, new iPhones, fitness technology and fitness gadgets, laptops, PS4, Nintendo switch and new release games.

Monica Jenkins, Centre Manager at Armada Dandenong Plaza encouraged shoppers to nab themselves a bargain.

"Black Friday sales have become a big event for Armada Dandenong Plaza over the past couple of years with savvy local shoppers using the event to kick start their Christmas shopping," Ms Jenkins said.

Armada Dandenong Plaza will be giving shoppers the chance to win a \$500 centre gift card every day from Monday 25 November to Friday 29 November. To be eligible simply spend \$30 at any specialty store or \$50 at any major store in one transaction and present your receipt to the Information Desk on Level 2 at Armada Dandenong Plaza.

For more information visit: www.armadadandenongplaza.com.au



Black Friday explained

Black Friday sales are becoming an integral part of the Australian retail calendar but exactly what is Black Friday and where did it start?

As with most commercial events, Black Saturday started in the United States.

It is the informal name given to the Friday following Thanksgiving Day in the United States, which is celebrated on the fourth Thursday of November.

The day after Thanksgiving has been regarded as the beginning of America's Christmas shopping season since 1952, although the term Black Friday didn't become widely used until more recent decades.

Many stores offer highly promoted sales on Black Friday according to Wikipedia and open very early, such as at midnight, or may even start their sales at some time on Thanksgiving.

The term seems to have originated in Philadelphia in the early 1960s where it was used to describe the heavy and disruptive pedestrian and vehicle traffic that would occur on the day after Thanksgiving.

More than 20 years later, as the phrase became more widespread. A popular explanation became that this day represented the point in the year when retailers begin to turn a profit, thus going from being "in the red" to being "in the black".

Use of the phrase spread slowly, first appearing in The New York Times on November 29 1975, in which it still refers specifically to "the busiest shopping and traffic day of the year" in Philadelphia.

Christmas creep has impacted Black Friday, as many retailers now spread out their promotions over the entire months of November and December rather than concentrate them on a single shopping day or weekend.

In Australia Black Friday is becoming more and more popular with bricks and mortar and online retailers. Bargains can be found in categories from sporting goods, to electrical, toys, clothes, shoes, home wares and technology. Black Friday is the perfect opportunity to get seriously stuck into your Christmas shopping, while also saving money.