



Amazon.co.uk, the Home of Black Friday, Announces Biggest Ever Black Friday Sale –10 Days of Deals with More Great Offers than Ever Before

November 5, 2018

The Amazon.co.uk [Black Friday Sale](#) will run from 16th to 25th November, with thousands of deals on the latest consumer electronics and Amazon devices as well as this year's must-have toys, games, fashion, jewellery, beauty, home items and more

There are now even more ways to shop with innovative new features including AR View – a new augmented reality feature in the Amazon app that allows customers to view products in situ before they purchase – and, for Prime members, Prime Wardrobe, allowing fashion lovers to 'try before they buy'

Hundreds of small businesses and artisans are offering thousands of deals this Black Friday

Amazon's 'Home of Black Friday' pop up experience returns to London, with even more great deals, prize giveaways, workshops and VIP experiences, open Thursday 22nd to Sunday 25th November with doors open for 24 hours on Black Friday

LONDON - 5th November, 2018 – Amazon.co.uk, the home of Black Friday in the UK, is preparing for its biggest ever Black Friday Sale, with more deals than ever before. Customers are set to save millions of pounds on tens of thousands of must-have Christmas gifts, seasonal items and much more. Black Friday, which falls on Friday 23rd November, has become a highly-anticipated date in the UK shopping calendar and marks the start of the Christmas shopping season. Amazon's 'Home of Black Friday' pop up experience also returns this year, now with more prize giveaways, workshops and VIP experiences, open Thursday 22nd to Sunday 25th November in Shoreditch, London with doors open to customers for 24 hours on Black Friday.

The Amazon.co.uk Black Friday Sale

This year, the Amazon.co.uk [Black Friday Deals Store](#) will be open from 00:01 on Friday 16th until 23:59 on Sunday 26th November. Amazon will offer new 'Deals of the Day' everyday throughout the period across the site, with products ranging from must-have electronics, toys and fashion to sports, beauty, home items and more.

There will also be thousands of 'Lightning Deals' - products available at a discount, in limited quantities, for a short period of time - with new deals becoming available as often as every five minutes.

"We know many of our customers are starting to think about Christmas presents, parties and decorations at this time of year and we're excited to offer great deals when shoppers need them most" said Doug Gurr, Country Manager, Amazon.co.uk. "We focus on making shopping as easy and enjoyable for the customer as possible so we hope customers will enjoy the new AR View feature in the app, which uses augmented reality technology to allow shoppers to see selected products in their own home before they decide to buy, just in time for this year's biggest ever Black Friday sale and perfect for kitting out the home before Christmas guests start arriving."

Some of the most popular sale items from 2017 included the Echo Dot, Call of Duty WWII, Bad Dad by David Walliams, and Finish Lemon Dishwasher Tablets. Deals available in this year's Black Friday Sale at Amazon.co.uk will be announced closer to the launch date.

For Prime members

Amazon Prime members, including customers enjoying a 30-day free trial of Amazon Prime, will have an exclusive 30-minute early access period to all Lightning Deals. New for this Black Friday, Amazon Fashion has launched its 'try before you buy' service, Prime Wardrobe, which aims to make shopping for fashion more convenient than ever. Available exclusively to Amazon Prime members, Prime Wardrobe allows members to have their favourite fashion products delivered for no extra cost, try them on at home, and only pay for the items they decide to keep.

Amazon's ultra-fast delivery service, Prime Now, will also offer special Black Friday deals to more than 30% of the UK population, providing an ideal selection of gifts, gadgets, fashion and Christmas treats which can be delivered in scheduled one and two hour delivery windows or within 60 minutes in selected postcodes.

Ways to Shop

There are now even more ways to make the most of Black Friday. Brand new and just in time for this year's Black Friday Sale, AR View enables mobile shoppers to see products in their home before they buy, using augmented reality technology, giving peace of mind that the product is right for them. For eligible home items, customers point their smartphone at the space they want to view the item in, and a few seconds later, the product appears on screen as if in the room. Customers can then check the product from all angles and ensure it fits perfectly in the space.

Mobile shoppers, can also find where their parcels are in seconds in the Amazon App, use camera search to quickly find the items they want by pointing at an item or barcode, and never miss a deal by setting Watch-a-Deal alerts.

Moreover, shopping across the whole site is even easier with deals organised by the most-shopped-for interests. From TVs, Home Entertainment and Smart Home to Kids Toys, Video Games, Amazon Devices and more – customers can discover deals that they'll love even faster.

This year, customers can also support their favourite charitable organisation every time they shop with Amazon, at no cost to them, through

[AmazonSmile](https://smile.amazon.co.uk). Customers who shop directly at smile.amazon.co.uk will find the Amazon they know and love, with the added bonus that Amazon will donate a portion of eligible purchases to the charity of their choice. Customers can choose from more than ten thousand charitable organisations around the UK.

Hundreds of Small Businesses helping deliver Christmas across the UK

Amazon is well prepared to provide its customers with the best Christmas shopping experience thanks to its continued investment in the UK. Amazon alone has invested £9.3 billion in the UK since 2010 in its UK-based research and development, fulfilment and logistics infrastructure and in 2018 alone will create a further 2,500 new permanent jobs, taking its permanent UK workforce to 27,500.

Hundreds of small businesses and artisans selling on Amazon Marketplace, Amazon Handmade and Amazon Launchpad and are offering thousands of deals this Black Friday, providing customers with a wide selection of items from handcrafted gifts to innovative new products. Established in 1897, Shearer Candles an Amazon Marketplace seller, is a family-run business which designs and manufactures its own range of candles at their Glasgow factory. They will be participating in Black Friday on Amazon for the third time this year.

"Black Friday will help us grow our business at this crucial time of year, providing an important source of revenue for our small family-run business," said Stephanie Barnet, Marketing and Product Development Manager, Shearer Candles. "The growth of e-commerce has helped us expand our retail stores and by taking part in Amazon's Black Friday sale we're opening ourselves up to new customers who hopefully will repeat buy with us in the coming year."

Amazon's Home of Black Friday pop up event in London

Amazon's *Home of Black Friday* pop up is back, bigger and better than before, to celebrate the start of the Christmas shopping season and the UK's biggest annual deals event. The *Home of Black Friday* pop up, is set to showcase the very best of Black Friday at Amazon, from great deals on must have products to fast delivery and fun, innovative shopping experiences. Located at 3-10 Shoreditch High Street in London, the four-day multi-room experience will be open from Thursday 22nd November until Sunday 25th November. This year there will be even more prize giveaways, workshops, VIP experiences and product sampling, offering something for all the family. Customers can also experience the brand new AR view functionality and the latest range of Amazon devices.

Workshops range from cocktail masterclasses hosted at the Amazon *Beers, Wines and Spirits* pop up bar, jewellery and candle making sessions from Amazon Handmade Artisans, beauty treatments from Foreo, hair styling from Nicky Clarke, cooking demonstrations, Prime Video screenings and more.

Just a few of the great brands showcasing deals, experiences or offering prize giveaways at the pop up experience include Whole Foods Market, HP, Samsung, Lego, Xbox, Le Creuset, Yankee Candle, Sennheiser, Philips Hue, Hotel Chocolat, Logitech, T2, Nicky Clarke, OnePlus, Microsoft, PlayStation, Canon, Foreo, Puresseentiel, Nescafe Dolce Gusto and many more. All deals on display will be shoppable through the Amazon app using bespoke Smile Codes and a Prime Now collection point.

Entry is open to everyone and free of charge. Activities will be open to everyone on a first come first served basis.

Home of Black Friday Pop Up Opening Hours:

DATE	TIME
Thursday 22nd November	12.30PM – 7.00PM
Friday 23rd November	OPEN 24 HOURS
Saturday 24th November	12.00PM – 6.00PM
Sunday 25th November	12.00PM – 4.00PM

To find out more about Black Friday:

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Follow Amazon.co.uk on Twitter: www.twitter.com/AmazonUK

Visit the Amazon.co.uk Facebook page: www.facebook.com/AmazonUK

Watch the seasonal TV Advert [HERE](#)

ENDS

For further information please contact:
Amazon UK Press Office
Email: pressoffice@amazon.co.uk
Tel: 020 3942 1793

Every Day Made Better with Prime

Prime was designed to make your life better every single day and was built on the foundation of unlimited fast delivery. Prime members receive unlimited One-Day Delivery on millions of items across all categories; unlimited Same-Day Delivery on more than a million items in London, Surrey,

Berkshire, Birmingham, Bristol, Manchester, Liverpool, Leeds, Milton Keynes, Glasgow, and Edinburgh; and same-day delivery slots with Prime Now at no extra charge between 8am and 10pm across more than 30% of the U.K. population in selected postcodes in Birmingham, Glasgow, Hertfordshire, Manchester, Newcastle, Leeds, Liverpool, London, Portsmouth, Surrey and South Yorkshire. Over 100 million paid members worldwide also enjoy the many benefits of Prime over and above unlimited fast delivery. In the U.K. that includes unlimited access to award-winning movies and TV episodes with Prime Video; unlimited access to over 2 million songs with Prime Music; access to Audible Channels for Prime; unlimited access to thousands of books and magazine with Prime Reading; Access to Prime Wardrobe, Amazon Fashion's 'try before you buy' service which aims to make shopping for fashion more convenient than ever; unlimited photo storage with Prime Photos; access to Twitch Prime; early access to select Lightning Deals; one free pre-released book a month with Amazon First Reads and more. Start a free trial of Amazon Prime at amazon.co.uk/prime.

About Amazon

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