



Amazon's 'Home of Black Friday' to offer star-studded schedule of events, featuring rapper Tinie Tempah, fitness influencer Bradley Simmonds, bestselling author Ant Middleton, TV baking star Kim-Joy and more

November 14, 2019

More details about Amazon's annual Black Friday customer experience unveiled, with four jam-packed days of live entertainment, workshops, deals and prize giveaways

Doors to Amazon's Home of Black Friday experience will be open at 7 Addington Street, Waterloo, London, from 28th November to 1st December

Full schedule of activities and workshops available each day as well as flagship events throughout the four days, including an intimate performance for Prime members from rapper Tinie Tempah supported by rising star Alice Chater, a book signing with SAS: Who Dares Wins star and bestselling author Ant Middleton, cooking demonstrations from cook and presenter Ian Haste biscuit decorating with TV baking star Kim-Joy and more

Amazon's Black Friday Sale will run from 22nd to 29th November, with new deals announced every day on thousands of this year's must-have products

LONDON – 14th November 2019 Amazon.co.uk has unveiled the schedule of its 2019 [Home of Black Friday](#) experience, which returns to London for the third year running to celebrate the UK's biggest annual sales event and the start of the Christmas shopping season.

Open to the public for four days, from 28th November to 1st December, the London destination is set to showcase hundreds of Amazon.co.uk's great Black Friday and Cyber Monday deals, and deliver a host of live entertainment, workshops and prize giveaways every day to highlight the best of Amazon.co.uk for the festive season and beyond.

Located at 7 Addington Street near Waterloo Station in London, Amazon's Home of Black Friday offers fun for the whole family, including food sampling and demos, innovative and interactive fashion experiences, beauty and grooming experiences from leading brands, the latest in innovative tech and gaming – including an Amazon Devices area with a hidden bookshelf transporting you to an Alexa-powered room full of festive surprises, arts and crafts for all ages, a kids' play area, exclusive serves at the Amazon Bar, and a host of star-studded flagship events.

Guests will have a chance to attend an exclusive book signing with SAS: Who Dares Wins star and bestselling author Ant Middleton, a HIIT session with fitness influencer and celebrity trainer Bradley Simmonds, and feast their eyes on live cooking demonstrations from popular health-conscious cooks Ian Haste, and Max La Manna on behalf of Coconut Merchant.

Saturday's family day at Amazon's Home of Black Friday will feature biscuit decorating with TV baking star and author Kim-Joy, face painting, and screenings of Amazon Original TV series, all exclusively available on Prime Video.

But the entertainment doesn't stop there; with Prime Video screenings including Back of the Net, ahead of Prime Video's first Premier League fixtures in December, Amazon Original TV series and more, and on Black Friday itself, an intimate evening performance exclusively for Prime members presented by Amazon Music from British rapper Tinie Tempah, supported by pop singer on the rise, Alice Chater, there is something for everyone.

The event will also be home to hundreds of the best Black Friday deals. Just a few of the great brands showcasing deals, experiences, or offering prize giveaways at the Home of Black Friday experience include: L'Oréal Paris, Maybelline, Hewlett Packard, Microsoft Surface, Shark Ninja, Lavazza, Microsoft Xbox, SA Designer Parfums, Bissell, Yankee Candle, Logitech, Proctor & Gamble, Philips CE and Philips Hue, Universal Pictures, Botanical Origin, Jabra, Mattel, Bacardi Brown Foreman, Edrington-Beam Suntory UK, Pernod Ricard, Halewood, Diageo and Rémy Cointreau.

There will be a dedicated nail bar from find. beauty and skincare consultations from Amazon's recently launched skincare range, Belei, as well as exclusive serves at the Amazon Bar from Tovess gin. All deals and products on display will be available to shop online through the Amazon app using Smile Codes on display.

"We're very excited to welcome the public to our Home of Black Friday experience in Waterloo this year," said Doug Gurr, Country Manager, Amazon.co.uk. "The Home of Black Friday will bring to life the very best of Amazon.co.uk and our Black Friday sale for 2019, with even more experiences for our customers to enjoy as they prepare for the festive season. Showcasing hundreds of deals all shoppable through the Amazon app, the Home of Black Friday will also offer top notch entertainment from Amazon Music, Prime Video and many more surprises."

Black Friday festivities are also set to take place across Europe, as 'Amazon Xmas San Babila' opens in Milan on November 27th and 'Amazonencaja' opens in Madrid on November 28th offering deals, experiences, entertainment and more for customers in Italy and Spain.

Full schedule of the Home of Black Friday as follows:

Thursday 28th November – 9:00am – 7:00pm

All Day	Complimentary tasty treats and drinks from AmazonFresh, Lavazza, Coca-Cola, and more
All Day	Hair, grooming and beauty experiences from L'Oréal Paris, Maybelline, Gnarly Joe and Amazon own brands Belei and find.
All Day	Demonstrations on the latest gaming and tech, including all-new Amazon Devices, Logitech, Xbox, Microsoft Surface and Hewlett Packard. Plus, a hidden bookshelf leading to an Alexa-powered room full of festive surprises
All Day	Demonstrations on the latest cleaning innovations from Bissell and Botanical Origin
All Day	The latest from Amazon Fashion - A digital catwalk that brings fashion to life with an ongoing display of 3D views of garments and a voice assistant-enabled styling experience powered by Amazon Alexa
All Day	Hundreds of prizes to be given away at the Treasure Truck and Amazon Lockers competitions, as well as at the Yankee Candle 'Guess the Scent' game
All Day	Prime Video screenings including Back of the Net, ahead of Prime Video's first Premier League fixtures in December, Amazon Original TV series and more
9:00am – 12:00pm	Christmas decoration workshops with Amazon Handmade seller Rocket & Fox
10:00am – 12:00pm	Exclusive book signing with SAS: <i>Who Dares Wins</i> star and bestselling author Ant Middleton
12:00pm – 7:00pm	Complimentary serves and masterclasses from Amazon Beer, Wine & Spirits sellers, including Rémy Martin, Pernod Ricard, Edrington-Beam UK Suntory and more
12:00pm – 2:00pm	Healthy eating cooking demonstration with cook and presenter Ian Haste
1:00pm – 3:00pm	Fashion customisation workshops with Hand and Lock
3:00pm – 7:00pm	Barista workshops courtesy of Lavazza
4:00pm – 7:00pm	Christmas decoration workshops with Amazon Handmade seller Rocket & Fox

Friday 29th November – 9:00am – 5:00pm. Prime member exclusive gig 6:00pm – 10:30pm

All Day	Complimentary tasty treats and drinks from AmazonFresh, Lavazza, Coca-Cola, and more
All Day	Hair, grooming and beauty experiences from L'Oréal Paris, Maybelline, Gnarly Joe and Amazon brands Belei and find.
All Day	Demonstrations on the latest gaming and tech, including all-new Amazon Devices, Logitech, Xbox, Microsoft Surface and Hewlett Packard. Plus, a hidden bookshelf leading to an Alexa-powered room full of festive surprises
All Day	Demonstrations on the latest cleaning innovations from Bissell and Botanical Origin
All Day	The latest from Amazon Fashion - A digital catwalk that brings fashion to life with an ongoing display of 3D views of garments and a voice assistant-enabled styling experience powered by Amazon Alexa
All Day	Hundreds of prizes to be given away at the Treasure Truck and Amazon Lockers competitions, as well as at the Yankee Candle 'Guess the Scent' game
All Day	Prime Video screenings including Back of the Net, ahead of Prime Video's first Premier League fixtures in December, Amazon Original TV series and more
9:00am – 12:00pm	Christmas wreath workshops with Amazon Handmade seller My Scented Home
9:00am – 11:00am	Max La Manna cooking demonstration on behalf of Amazon Marketplace seller Coconut Merchant
12:00pm – 5:00pm	Complimentary serves and masterclasses from Amazon Beer, Wine & Spirits sellers, including Pernod Ricard, Edrington-Beam Suntory UK, Halewood and more
12:00pm – 1:00pm	HIIT class with fitness influencer and celebrity trainer Bradley Simmonds
1:00pm – 3:00pm	Fashion customisation workshops with Hand and Lock

3:00pm – 5:00pm	Barista workshops courtesy of Lavazza
6:00pm – 10.30pm	Prime member exclusive gig presented by Amazon Music from rapper Tinie Tempah, supported by pop singer, Alice Chater – for ticket holders only*

Saturday 30th November – 9:00am – 5:00pm

All Day	Family Day, including face painting, children's entertainer, and more
All Day	Complimentary tasty treats and drinks from AmazonFresh, Lavazza, Coca-Cola, and more
All Day	Hair, grooming and beauty experiences from L'Oréal Paris, Maybelline, Gnarly Joe and Amazon brands Belei and find.
All Day	Demonstrations on the latest gaming and tech, including all-new Amazon Devices, Logitech, Xbox, Microsoft Surface and Hewlett Packard. Plus, a hidden bookshelf leading to an Alexa-powered room full of festive surprises
All Day	Demonstrations on the latest cleaning innovations from Bissell and Botanical Origin
All Day	The latest from Amazon Fashion - A digital catwalk that brings fashion to life with an ongoing display of 3D views of garments and a voice assistant-enabled styling experience powered by Amazon Alexa
All Day	Hundreds of prizes to be given away at the Treasure Truck and Amazon Lockers competitions, as well as at the Yankee Candle 'Guess the Scent' game
All Day	Prime Video screenings including Back of the Net, ahead of Prime Video's first Premier League fixtures in December, Amazon Original TV series and more
9:00am – 2:00pm	Christmas stocking personalisation workshops with Amazon Handmade seller Perfect Personalised Gifts
9:00am – 1:00pm	Pasta making workshop with Amazon Launchpad Seller Pasta Evangelists
12:00pm – 5:00pm	Complimentary serves from Amazon Beer, Wine & Spirits sellers, including Diageo, Halewood and more
2:00pm – 4:00pm	Biscuit decorating with TV baking star and author Kim-Joy
3:00pm – 5:00pm	Fashion customisation workshops with Hand and Lock

Sunday 1st December – 10:00am – 5:00pm

All Day	Complimentary tasty treats and drinks from AmazonFresh, Lavazza, Coca-Cola, and more
All Day	Hair, grooming and beauty experiences from L'Oréal Paris, Maybelline, Amazon Launchpad seller Gnarly Joe and Amazon brands Belei and find.
All Day	Demonstrations on the latest gaming and tech, including all-new Amazon Devices, Logitech, Xbox, Microsoft Surface and Hewlett Packard. Plus, a hidden bookshelf leading to an Alexa-powered room full of festive surprises
All Day	Demonstrations on the latest cleaning innovations from Bissell and Botanical Origin
All Day	The latest from Amazon Fashion - A digital catwalk that brings fashion to life with an ongoing display of 3D views of garments and a voice assistant-enabled styling experience powered by Amazon Alexa
All Day	Hundreds of prizes to be given away at the Treasure Truck and Amazon Lockers competitions, as well as at the Yankee Candle 'Guess the Scent' game
All Day	Prime Video screenings including Back of the Net, ahead of Prime Video's first Premier League fixtures in December, Amazon Original TV series and more
10:00am – 2:00pm	Custom illustrations with Amazon Launchpad seller Mrs Wordsmith
10:00am – 5:00pm	Make your own gin workshop with Amazon Launchpad seller Sandy Leaf Farm
12:00pm – 5:00pm	Complimentary serves and masterclasses from Amazon Beer, Wine & Spirits sellers
3:00pm – 5:00pm	Fashion customisation workshops with Hand and Lock

Entrance to the Home of Black Friday is free to all, and activities will be available free on a first come, first served basis.

*Details of how Prime members can gain access to the exclusive Tinie Tempah gig on Friday night will be released nearer the time at [amazon.co.uk/homeofblackfriday](https://www.amazon.co.uk/homeofblackfriday)

Alcohol will only be served to those over the age of 18 – we will be operating the Challenge 25 policy at all times.

Timings

The Home of Black Friday will be open from Thursday 28th November – Sunday 1st December located at 7 Addington Street, London, SE1 7RY.

Thursday 28 th November	9:00am – 7:00pm
Friday 29 th November	9:00am – 5:00pm
	6:00pm – 10:30pm - Prime member exclusive gig presented by Amazon Music from rapper Tinie Tempah, supported by pop singer, Alice Chater – for ticket holders only*
Saturday 30 th November	9:00am – 5:00pm
Sunday 1 st December	10:00am – 5:00pm

To find out more about Amazon's Home of Black Friday: www.amazon.co.uk/homeofblackfriday

To find out more about Black Friday: www.amazon.co.uk/blackfriday

Subscribe to the [Deals Newsletter](#)

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

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

ENDS

For further information please contact:

The Academy PR

Email: homeofblackfriday@amazon.co.uk

Tel: 020 7100 7100

*Details of how Prime members can gain access to the exclusive Tinie Tempah gig on Friday night will be released nearer the time at [amazon.co.uk/homeofblackfriday](https://www.amazon.co.uk/homeofblackfriday)

Everyday Made Better with Prime

Everyday 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 in the U.K. receive unlimited One-Day Delivery on millions of items across all categories; unlimited Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool and more; 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. Amazon Day will allow members to receive all of their Amazon fulfilled packages on the day of the week that suits them best. 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; unlimited photo storage with Amazon Photos; access to free games and loot with Twitch Prime; early access to select Lightning Deals; one free pre-released book a month with Amazon First Reads and more. Check if you're eligible for a free trial of Amazon Prime at amazon.co.uk/prime. New members can try Prime for 30 days for free. Amazon Prime membership costs £79.00 a year or £7.99 a month.

AmazonSmile

Customers can 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 the price of eligible purchases to the charity of the customer's choice.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.co.uk/about and follow @AmazonNewsUK.