

25th November 2019

BLACK FRIDAY WEEKEND SALES EXPECTED TO GROW BY +9% YoY AND SPENDING TO REACH £164M, DESPITE DECLINING FOOTFALL

According to the latest insights from New West End Company [the business partnership representing 600 businesses across London's West End] Black Friday Weekend is set to see another year of sales growth for retailers across the West End. Spending across London's retail heartland is expected to see a +9% YoY growth with spending reaching £164m over the weekend.

Although the multi-year trend of declining footfall on Black Friday is expected to continue due to low consumer confidence within the UK, shopper excitement around Black Friday is set to peak this year with payday ensuring people can start their Christmas shopping early. High levels of tourism in London's West End during the run up to Christmas will also help boost sales in the area, as the low value of the pound, which is down 4.5% from March highs and is down -3% YoY, continues to drive visitors to the capital.

After a difficult summer for West End retailers, Black Friday spending is expected to bring a welcome relief for the high street and is hoped to tee up more continued spending in the run up to Christmas. With every major UK retailer, 218 international brands and a mix of exclusive independents able to call the West End their home; the district remains the epicentre of shopping in London.

This weekend will see some of the biggest and best retailers providing unparalleled discounts across the West End. These include:

5 HERO STORE DISCOUNTS:

- Dyson - £100 off vacuum cleaners
- John Lewis - 20% off electricals and price matching all products
- Hamleys - up to 50% off hundreds of toys and games
- L'occitane - 20% off
- Topshop - 40% off sale on dresses, blouses and skirts

Henry Gregg, Director of External Affairs at New West End Company commented:

“Black Friday continues to be a significant moment on the calendar for domestic and international shoppers who are set to spend big in order to make the most of discounts. In the run up to the busy Christmas period, the West End only Black Friday discounts, and the West End's stature within the retail market, is sure to lure shoppers and provide a springboard for continued increased sales for retailers leading towards the New Year.”

Over the next 5 weeks New West End Company will be available to provide up to date trading commentary, spend and footfall data, performance insights and bestselling products for Christmas across London's West End.

Interview opportunities are available with Henry Gregg, Director of External Affairs at New West End Company throughout the 5 week Christmas trading period.

KEY INSIGHTS RELEASE DATES & SPOKESPERSON AVAILABILITY:

- Black Friday Weekend: Up to date trading commentary and spokesperson availability
- Last weekend before Christmas Forecast: w/c 18 December
- Boxing Day: Up to date trading commentary and spokesperson availability

For interview requests, please contact Four Communications on 07927 089 538 or caspar.courtenay-thompson@fourcommunications.com

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NOTES TO EDITORS

New West End Company is a partnership of 600 UK and international retailers, restaurateurs, hoteliers and property owners across the world's top shopping and leisure destination, anchored by Bond Street, Oxford Street and Regent Street.

It works in partnership delivering transformational projects, sustainable place management, destination marketing, advocacy, inward investment and commercial insights. It is an influential business voice, active in the wider community and a key partner in delivering a new West End.