

## BLACK FRIDAY

This list below includes what Chief Executive Officers in the retail sector have said publicly about Black Friday 2020.

Retailer	CEO Statement
AO World	<p><b>John Roberts:</b> “We’ve won millions of new customers through the last six or seven months. I forecast the firm will sell over 100,000 TVs during November’s Black Friday where customers can get discounts of 30-35% off some sets.</p> <p>“I think that the promotion is good for customers because it gives them lower prices when they want to shop — not how it used to be in the old ways of retail, when people would buy all their Christmas presents at full price, only for them to be 30 per cent off [in the January sales] a few days after they had been given.”</p>
Alibaba UK	<p><b>David Lloyd:</b> “It [Black Friday] will probably be here to stay. It becomes an embedded behaviour. People are extending out Black Friday, so perhaps what brands must think about is creating a bit more clarity in consumers' minds. ‘What are these shopping moments for?’, ‘Are we waiting for a discount or is it something more?’.”</p>
Amazon	<p><b>Dave Clark</b> [Senior VP Amazon Operations]: “...Our teams are doing amazing work serving customers' essential needs, while also helping to bring some much-needed holiday cheer for socially-distanced families around the world. I've never been more grateful for—or proud of—our teams. <i>Full comment in <a href="#">Company blog</a></i>”</p>
B&M*	<p><b>Simon Arora:</b> “By selling products at a lower price point throughout the festive trading period instead avoids excessive crowds on any one day”.</p>
Boohoo Group	<p><b>John Lyttle:</b> “Everything is selling out within minutes of it dropping. We are seeing record numbers on the website.” <i>When discussing <a href="#">Pretty Little Things</a></i></p>
Daunt Books	<p><b>James Daunt;</b> Black Friday is a welcome boost if you have a really good online operation. So if you’re Waterstones or Amazon, fantastic, but, if you’re a small independent bookshop or a children’s shoe shop, it’s a disaster.”</p>
Debenhams	<p><b>Steven Cook:</b> “Black Friday is always a seasonal highlight for us as it really kicks off the Christmas gifting season and we have put a huge effort behind debenhams.com to support higher customer demand.”</p>
eBay UK	<p><b>Murray Lambell:</b> “We predict online baskets will be filled with items such as gym equipment, toys and entertainment that the whole family can enjoy as we stay home more and put an increased focus on keeping our minds and bodies healthy.”</p>

H&M Group*	<b>Helena Helmersson:</b> "This year, for the first time ever, many of our stores will be closed on Black Friday, but we will have great offers online for our customers which we hope they will enjoy. Online will help keep the business strong and our logistics teams will ensure customer needs are met. But we still massively value our physical stores and know customers feel the same. We look forward to being able to reopen them soon for the Christmas season and to welcoming back our customers and colleagues."
Hotel Chocolat	<b>Angus Thirlwell:</b> "There had been a trend of Christmas shopping getting later and later every year, but this time it is the reverse and we'll see the earliest peak season ever."
John Lewis & Partners	<b>Pippa Wicks:</b> "Black Friday will undoubtedly be a Black Friday like no other, with 39 of our 42 shops closed as a result of lockdown measures. We are offering hundreds of Black Friday deals at John Lewis and are also continuously monitoring the prices of our high street competitors as part of our commitment to being never knowingly undersold. This means that our customers can be sure we offer the best value on the high street throughout the Black Friday period and in the run-up to Christmas."
Kurt Geiger	<b>Neil Clifford:</b> "We're going to have to walk through a massive field of barbed wire for the next few weeks...we're all super-anxious. This second lockdown has been even more difficult from a cashflow perspective because it is a critical time where we take about 20 per cent of the year's takings in a month."
Mountain Warehouse	<b>Mark Neale:</b> "Black Friday had become the busiest period for our stores and now they're shut. Online is not enough to replace those sales."
Reiss	<b>Christos Angelides:</b> "While we don't participate in Black Friday normally, we will be offering promotions this year in an effort to reduce a mountain of stock."
Space NK	<b>Andy Lightfoot:</b> "We are going to have to be much more aggressive with Black Friday than we have ever been."
The Entertainer	<b>Gary Grant:</b> "There's no point the whole world thinking that on 27 November we can go online and buy everything we want, and it will miraculously turn up at our front door."
Wilko*	<b>Jerome Saint-Marc:</b> "We are to have no specific Black Friday activity as we offer great value products at great prices every day".
Vodafone	<b>Nick Read:</b> "We do anticipate it being our busiest yet".

\*Denotes the retailers who are not partaking in Black Friday