

SA retailers reveal deals for Black Friday 2018

 By [Lauren Hartzenberg](#)

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Retailers and shoppers are gearing up for the biggest sale day on the retail calendar, Black Friday, taking place on 23 November this year. The event marks the beginning of the festive shopping season. It also allows consumers to save on Christmas shopping and retailers to boost sales and move stock before the festive season really kicks in.

[via GIPHY](#)

Black Friday has picked up steam in South Africa since it was piloted by Takealot in 2012, with a growing number of retailers and brands participating in the event each year. 2017 was the [strongest Black Friday to date](#) for consumer electronics sales in South Africa, and Superbalist celebrated its [biggest trading day](#) with over 118% year-on-year growth.

This year, many local retailers opted to extend the sale weekend into a week- or month-long affair, possibly to secure spend from those consumers whose payday only falls in the week after Black Friday.

Below are some of the retailers that have confirmed participation in Black Friday 2018.

Zando

Zando is offering up to 90% across categories on its site, including on major brands like Adidas and Puma. Beginning at 00:01 on Friday, 23 November the Zando Black Friday sale will run over the entire weekend including Cyber Monday.

Takealot

Takealot's famous Blue Dot Sale will run for five days with discounts of up to 60% on Black Friday, throughout the weekend as well as on Cyber Monday and Takealot Tuesday. Download the Takealot.com app for access to pre-Black Friday sales, app-only deals and sneak previews.

Makro

Makro is running a 5-day Black Friday promotion from 21-25 November 2018, with price cuts on over 26,000 products. Mobile POS systems will be rolled out during the sale, letting customers purchasing a small number of items pay while standing in a queue. In-store trading hours have also been extended for the period.

Interestingly, the retailer has partnered with Uber to offer a R50 discount on rides to and from Makro outlets in Johannesburg, Cape Town, Durban and Port Elizabeth. The voucher code MAKRO5DAY can be used twice per rider.

Superbalist

Superbalist is running various Black Friday specials for five days, from 23 to 27 November, with new deals unlocked each day. These deals will be revealed via email, on the mobile app and via a Facebook event. Superbalist has also super-sized their 2018 Black Friday sale to run for five days.

myTFGworld.com

Black Friday deals from TFG's new marketplace include box sets of family favourites from Reader's Warehouse at 20% off, fresh flowers and bouquets from Bloomable at 20% off, and a free retro phone with any Pylones purchase.

@home

@home will offer discounts across categories on Black Friday. Deals include R3000 off a Smeg Mixer, R7000 off couches, up to R1,000 off pot sets, and further deals on kitchen, dining, décor, bedding and furniture ranges.

Foschini

Shoppers can get access to Foschini's best Black Friday deals by signing up to TFG Rewards to qualify for an exclusive preview taking place in stores nationwide on Thursday 22 November at 4pm. For extra offers and more info around the sale, customers are urged to sign up to Foschini's newsletter.

Pick n Pay

Pick n Pay got a head start on Black Friday, announcing online deals as early as 5 November. Online customers can expect discounts of up to 50% across various categories on the Pick n Pay's online shop, including liquor, food, toiletries and household products. Deals have also been launched for select appliances. Deals will run weekly from 5 to 25 November.

Shoprite

Shoprite is promising "lower prices than ever" with up to 50% off on selected products on Black Friday. All deals are valid on 23 November 2018 while stocks last.

Game

Game launched deals as early as 7 November to build up momentum for the main shopping event on Black Friday. The retailer promises discounts across all categories at all its 145 stores in South Africa and Africa on the day, and some stores will be opening several hours earlier than normal – some as early as midnight on 22 November – to accommodate the rush.

Additionally, on Cyber Monday shoppers will be able to pick up "phenomenal deals" on a variety of tech products including laptops, tablets, smartphones and digital accessories.

Woolworths

In its first year participating in Black Friday, Woolworths is offering up to 50% off selected fashion, beauty and homeware, with free delivery for online purchases of R475 or more. Promotions started on 19 November and will end on Cyber Monday on the 26th. On 23 November, in-store customers will be treated to complementary products and services like

treats and mini makeovers.

Woolworths has also activated a charitable give back on all their transactions and selected products. To participate in Woolworths Give Back Friday, customers need to swipe their linked Woolworths or MySchool MyVillage MyPlanet card on any Give Back Friday transactions and the retailer will donate a percentage to their food security initiative through FoodForward SA. And if customers spend and swipe on Friday 23rd, Saturday 24th and Sunday 25th November, Woolworths will give back double.

Dion Wired

Starting on 22 November at midnight, right through to 23 November, Dion Wired shoppers can save up to 53% on a variety of brands both in-store and online.

Clicks

Clicks is holding an online only Pre-Black Friday Extravaganza from 16 November to 22 November, that continues over the Black Friday weekend, in stores and online, and concludes with Cyber Week from 25 November to 2 December (online only). The deals are exclusive to ClubCard members.

The retailer has promised the following specials: Up to 70% off technology and accessories, up to 50% off beauty products, up to 50% off electrical products, up to 50% off household products, up to 40% off health products, up to 30% off baby products.

RunwaySale

Online fashion retailer RunwaySale will be running a week-long promotion, starting at 5am on 19 November and ending at midnight on 25 November.

Daily escalating discounts will be available on thousands of designer fashion and accessory brands, culminating in up to 80% off. There will also be exclusive offers for VIP shoppers, early launch sales and other daily pop-up specials.

Markham

Markham is giving shoppers up to 50% off its fashion sale goods. The 'Make your Mark' Black Friday offer is also available in its Relay Jeans stores and on both online sites.

Faithful to Nature

Faithful to Nature is running its Black5Day Sale on its site from 19 to 23 November. Each day reveals new specials with savings of between 40% to 50% on wellness and eco-friendly brands like Wazoogles, Back2Nature, Bee Natural and Triple Orange.

The retailer will also donate a portion of their turnover from the Black5Day Sale to Endangered Wildlife Trust to support them in their animal protection movements, from poaching to climate change, habitat destruction and pollution.

Toys R Us

Toy retailer Toys R Us says it will be running Black Friday deals on its top brands with up to 70% off.

The Gadget Shop

The Gadget Shop will run a Black Friday sale from 23-25 November, with 20% off all products except for DJI drones, and

up to 50% off selected products. There will also be buy-one-get-one-free specials on selected products. The Gadget Shop will also run Cyber Monday online-only deals.

FirstShop

FirstShop will run Black Friday deals from 21-27 November, with discounts across categories including laptops, desktops, monitors, hard drives, PC components, headphones, speakers, and PC peripherals.

Wellness Warehouse

Celebrating Black November rather than Black Friday, Wellness Warehouse has staggered deals on its website throughout the month with up to 60% off merchandise. They also promise online flash sales and bonus surprises.

Customers who prefer to shop Black Friday deals in store can visit any Wellness Wellness between 23 and 25 November for discounts on a variety of health essentials.

The Fix

Fashion retailer The Fix will have buy-one-get-one-free offers both in-store and online this Black Friday. TFG Rewards customers get exclusive access to Black Friday offers at The Fix all day on Thursday, 22 November.

Sportscene

Sportscene Shoppers can score up to 75% off selected sneakers and shop a curated selection of streetwear apparel and accessories at up to 50% off.

American Swiss and Sterns

TFG-owned jewellery stores American Swiss and Sterns will be offering in-store specials of up to 50% off selected jewellery and watches.

OneDayOnly.co.za

OneDayOnly.co.za is promoting deals from 60% to 100% off, advising shoppers to keep their eyes peeled for big brands like Reebok, Russell Hobbs and Smeg - all with a price tag of R0. Deals will go live from midnight on Black Friday, but 100% off items will be made available at random times during the day.

Teljoy

South African online retailer for electronics, furniture and household goods, if offering Black Friday discounts for a whole week, from 19 November to Cyber Monday on 26 November. Brands on sales include Hisense, Panasonic, Huawei, HP, Mecer and Defy.

Pricecheck

On Black Friday, price comparison site PriceCheck will have a list of curated Black Friday deals, encompassing all site-wide deals either above 30% or equal to R2,000 or more in saving. PriceCheck's Black Friday deals will run from 19 November to 26 November, with category specials running daily in the build-up to Black Friday.

The Cotton Company

The Cotton Company will be running a 30% discount site-wide on their traditional hammam towels, which are handcrafted

by a small, family-run team of artisans in the Aegean region of Turkey.

Something Desired

Customer decor brand Something Desired will also be taking part in Black Friday, with a 25% discount on all decor products from the MIA Kiddies Range, which includes beds, nursery items, table and chairs, bookshelves and cushion covers.

Duesouth

Duesouth will be offering women's dresses from R119 and vests for R39, men's tees for R99, up to 75% off technology and equipment, and an extra 50% off already marked down products. Duesouth Escapes will have up to 50% off selected luggage.

Outdoorphoto

Outdoorphoto is promising "massive savings" on photo and video gear in-store and online. Pre-sales started on 19 Nov and will continue until Cyber Monday.

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