

# Black Friday 2017 marked Superbalist's biggest trading day yet

Fast fashion online retailer, Superbalist, has reported that Black Friday 2017 has gone down in history as its biggest trading day so far, with over 118% year-on-year growth and double 2016's sales figures.



Record site traffic numbers were also reached with 143% year-on-year growth and five times more organic search for 'Superbalist' than for its biggest competitors.

Klyne Maharaj, head of brand at Superbalist says the team was extremely excited by the results, "We urged people to get online as soon as the sale opened to bag the best deals and they definitely did – we've never seen midnight shopping like that before! By 5:30am we'd achieved over 10% of the day's target (more than a third of last year's target) and we saw another spike in traffic later that afternoon as people got home from work and made the purchases they'd been dreaming of all day."

Maharaj says that footwear led the charge in terms of trade, followed by womenswear and menswear. In the pre-Black Friday polls, participants mostly asked for sneaker deals, which was carried across to wishlist activity, with sneakers being the second most popular wishlist want. On the day, sneakers sold more than any other category with Vans Old Skools being the silhouette of choice – a trend Superbalist has seen all year as the kicks sell out almost instantly every time they're restocked.



## Black Friday rapidly gathering steam in SA

Lauren Hartzenberg 23 Nov 2017



Maharaj concludes, "Black Friday was truly exceptional for us and we'd like to thank all our customers for their support on that particular day and every shopping occasion. It's our mission to bring South Africans a considered, fashion-forward site that rivals any international online retail experience. It's moments like Black Friday that show us we're achieving our goal."