



## Shopping habits



Black Friday is an important day, in particular in the United State of America, when a lot of people do shopping. We took the example of the shopping centre of Elmhurst, a quarter in Queens at New York.

They take advantage of some amazing deals, walking round with some handfuls of shopping bags. They're after electronics, toys but most are stocking up on winter clothes and saving hundreds of dollars.

A lot of the stores have sales offering 50 to 80% off.



Buy nothing day

Black Friday is expected to generate billions of dollars for sales on clothes and other items like that. This is of over-consumption of items. Fashion is so short but not everybody buys items on BF

That's the reason why there is the campaign Buy Nothing Day. It started in Canada in 1997. The goal is to buy nothing on Black Friday, it's to save some money and time.

There is no need to buy half of the stuff people buy. Fashion items stay at home for one year in average.

Greenpeace supports BND.

Black Friday Black Friday Black Friday Black Friday Black Friday Black Friday Black Friday Black Friday. Black Friday

## The globalisation of Black Friday

Black Friday is originated in the United States, has gradually spread throughout the world but the discounts are generally not as important as in the US, where they can reach up to 80% on some products. This commercial phenomenon has become global. There are now at least 129 countries that participate in these promotions. Black Friday is spreading a lot on the internet now, 62% of French people shop online compared to 38% in stores.

