

Superbalist records 115% year-on-year growth for Black Friday

Superbalist announced that it had its biggest trading day ever on Black Friday; reporting a 115% year-on-year growth, and generating over R40m in revenue on the day.

The fashion e-commerce site had 35,000 customers on the day and it sold 180,000 items. Furthermore, there was an 80% year-on-year growth for its site traffic numbers.

The Superbalist Showdown continues until midnight on 27 November 2018.

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