

Deals or Disappointments: The Truth about Black Friday

- Morgan Hardwick

There is only one day a year that people line the sidewalks outside local Best Buys, Walmarts and Macy's with wallets ready to be emptied in the earliest hours of the morning. This day is known as Black Friday. The day is coined "Black" Friday because in business terms Black means gaining profits, which is exactly what retailers aim to do. But are the early morning hours, long lines and psychotic shoppers all worth the so-called deals? I, myself, did participate in the Black Friday craze this year and was disappointed with my findings.

I started out at J. Crew, one of my favorite stores, to find that the highest sale they had was only 30% off. As much as I love their jeweled sweaters I wasn't ready to drain my wallet just yet. Later, I found myself inside Sunglass Hut ready to invest in a new pair. I was direct

ed to the Black Friday sale section, or rather a small display of about five pairs of sunglasses. The variety was lacking and so was my interest. Following my disappointment came more. My Macy's coupons didn't apply to their "special Black Friday deals," and the shoes I looked at weren't marked down more than 20%. Seems as though Black Friday wasn't convincing me to give up my green just yet.

I did however find luck at Ann Taylor's The Loft, where the entire store was 50% off, a deal I was more than willing to indulge in. I ended up leaving with two sweaters for the price of one and a scarf to match. However that purchase, along with my dissatisfaction, is all I the left with mall with on Black Friday. If the craze of the day wasn't so intense, people might actually start seeing that the deals aren't so much as savings but rather blindfolds for them to spend their money with. I've found that stores offer better deals throughout the year than they ever do on this day. Shoppers have become so wrapped up in the thought of the day, that they've convinced themselves there is no better deal out there than on Black Friday. If they just waited until the rage was over, or even started shopping earlier in the year, they would find themselves saving more. Black Friday works just the way retailers want it to, but sucking customers into the trend. The infamous day of deals is nothing more than a marketing technique that has consumers blinded by the label Black Friday.