

# Burton announces 12 Deals of Christmas



Released on: November 22, 2012, 7:08 am

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Industry: [Retail](#)

LONDON, November 22, 2012, 7:08 am -- /[EPR NETWORK](#)/ -- Burton has announced the launch of its 12 Deals of Christmas promotion.

Customers will find a brand new offer from Burton available every day until December 2nd, including spend and save events, express delivery on purchases and huge discounts on many men's fashion items. The daily offers can be found online by simply selecting the corresponding day from an advent calendar style image on the Gift Shop page at [burton.co.uk](http://burton.co.uk).

The 12 Deals of Christmas is also being promoted on the company's Facebook and Twitter networks.

Charlotte Heleine, Ecommerce Marketing Manager at Burton said: "We wanted to offer our customers something extra special this Christmas. We know that Christmas is tough on your finances and we wanted to help out and that's where our 12 Deals of Christmas concept came from. For 24 hours every day over 2 weeks in December they'll be able to treat themselves or someone special with our exclusive daily deals. We'll be offering some great deals on postage as well as money off, and some fantastic competition prizes too."

Burton is also running Black Friday Deals Week 2012, details of which can be found on its Christmas deals page. It features time and quantity limited offers on many products including chinos, blazers, jeans and hoodies, as well as 30% off all knitwear. A range of 'Black Friday suits' will also be available for £49 each.

"Black Friday" is a US retail phenomenon has been running in the UK since 2010. It follows the US national holiday of Thanksgiving on the

fourth Thursday every November, which sees retailers offering unprecedented discounts in time-limited deals, and is seen as a starting gun for the peak Christmas shopping period.

Burton's well stocked Gift Shop, with price bands including Under £10, £10-£25 and Over £25, will help shoppers find great presents easily and on budget, including key pieces for the winter season such as parkas, textured shirts, heavy duty trousers and many other items.

### **About Burton**

Burton is the outfitter of the Modern British Man. It combines a long heritage of tailoring with a modern take on casual wear. Burton is one of the most successful menswear brands on the high street and has over 400 stores in the UK and Republic of Ireland.

Burton believes in combining accessible style with great value. It wants fashion to be easy and comfortable as well as stylish. The company prides itself on great fit, fabric and detail which can easily be added and combined to update any contemporary wardrobe. Burton embraces its British tailoring roots, in a great range of [mens suits](#), but also understands the importance of kicking back in a great pair of [jeans](#) or [skinny chinos](#). Burton loves a good laugh and it loves its sport, but it also knows the importance of "looking the business".

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