

Shop sensational discounts with up to 60% off Sitewide at the Lounge Black Friday sale



Coleshill, Birmingham Nov 18, 2021 ([Issuewire.com](https://www.issuewire.com)) - You may have wondered why there are trembling teacups and underwear explosions popping up everywhere. No, you're not going crazy. Yes, they're intentional. Three words: Lounge. Black. Friday.

The wait is over. Black Friday with a BANG is here.

Hidden discounts? Sitewide savings? Jaw-dropping underwear explosions? And that's only just scratching the surface.

Online e-tailer and £200M brand, [Lounge Underwear](https://www.loungeunderwear.com), surprised their Female Family with an [exclusive worldwide premiere](#), which was streamed via YouTube for the first time on Sunday at 7 PM.

With endless mind-blowing scenes – we're talking underwear, explosions, and sitewide discounts – viewers were well and truly glued to their screens. The explosive display was designed to gear shoppers

up for Lounge's Black Friday Sale which is offering sensational savings with up to 60% off sitewide.

The exclusive [Black Friday](#) Campaign video features model, Dakota Fink, walking down a popular Manchester street in a signature Lounge set while powerful underwear explosions go off around her. The cinematic style video sees underwear flying through the air as the model remains completely unphased by the chaos around her, signifying the explosiveness of the campaign, the sky-high discounts that are up for grabs, and the confidence the model has within herself.

With up to 60% off sitewide, there's no doubt that shoppers will find something they love. From comfy-cozy apparel to heavenly underwear sets, there's something for every kind of Lounger.

Lounging for less has never been easier.

But you've got to act fast because our Black Friday Sale won't be around forever and our discounted styles are already selling out quicker than you can say "Boom. Bang. Add to Bag."

Co-Founder and Chief Brand Officer, Melanie Marsden said: "We wanted to bring our community a Black Friday campaign they would never forget, taking on a creative concept that would truly empower our Female Family. I was adamant that we include an all-female cast, diverse and representative of our customer, with a true, visible admiration towards the power and confidence of our lead face of the campaign... and that's exactly what we achieved.

"It was awesome working on set and experiencing the campaign come to life. The whole experience has been insane, and it had the best possible team behind it. This year, we were determined to go big with our first YouTube premiere, giving our Loyal Loungers the opportunity to grab a further discount in the sale period. So far, it's been a lot of fun!"

It's time to cancel all of your November plans – this is the only place you'll need to be this Black Friday. Avoid disappointment and shop now. Trust us, you won't regret it.

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