

## **GAUCHO - BUENOS AIRES OFFERS FIRST EVER BLACK FRIDAY SALE**

New York, NY (November 27, 2019) – Luxury Argentinian fashion and leather accessories brand, **Gaicho - Buenos Aires** is offering a Black Friday sale for the first time ever beginning today, November 27, 2019. The sale celebrates **Gaicho – Buenos Aires** entering the US market and will be running through Monday, December 2, 2019 (Cyber Monday). Customers can enjoy 30% off sitewide on the **Gaicho – Buenos Aires** e-commerce site (<http://gauchobuenosaires.com>) with the code gaicho30 through Wednesday, November 27, 2019 and without a code beginning Thursday, November 28, 2019 through Monday, December 2, 2019.

### **About Gaicho - Buenos Aires**

**Gaicho - Buenos Aires** blends the quality of a bygone era with a sophisticated, modern, global outlook. The brand's beautifully handcrafted clothing and accessories herald the birth of Buenos Aires' finest designer label. In September 2019, **Gaicho – Buenos Aires** entered into the US market with a Spring/Summer 2020 runway show at NYFW celebrating the romance and glamour of Buenos Aires with a modern twist.

Drawing on the cosmopolitan vibe of Buenos Aires and the spirit of traditional gaicho culture, **Gaicho - Buenos Aires** ([www.gauchobuenosaires.com](http://www.gauchobuenosaires.com)) is a new destination for luxury ready-to-wear and leather accessories. Weaving artisan techniques and materials into innovative contemporary designs, the Gaicho is gaining traction as an emerging designer brand to watch.