

NATIONAL RETAIL FEDERATION 2014-2016 RETAIL SALES REPORTING and 4-5-4 MERCHANDISING CALENDAR

SPRING SEASON

FALL SEASON

2014							2015							2016							2014							2015							2016												
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S						
1	F	2	3	4	5	6	7	8	1	2	3	4	5	6	7	31	1	2	3	4	5	6	F	A	3	4	5	6	7	8	9	2	3	4	5	6	7	8	31	1	2	3	4	5	6	A	27
2	E	9	10	11	12	13	14	15	8	9	10	11	12	13	14	7	8	9	10	11	12	13	E	U	10	11	12	13	14	15	16	9	10	11	12	13	14	15	7	8	9	10	11	12	13	U	28
3	B	16	17	18	19	20	21	22	15	16	17	18	19	20	21	14	15	16	17	18	19	20	B	G	17	18	19	20	21	22	23	16	17	18	19	20	21	22	14	15	16	17	18	19	20	G	29
4		23	24	25	26	27	28	1	22	23	24	25	26	27	28	21	22	23	24	25	26	27		24	25	26	27	28	29	30	23	24	25	26	27	28	29	21	22	23	24	25	26	27		30	
5	M	2	3	4	5	6	7	8	1	2	3	4	5	6	7	28	29	1	2	3	4	5	M	S	31	1	2	3	4	5	6	30	31	1	2	3	4	5	28	29	30	31	1	2	3	S	31
6	A	9	10	11	12	13	14	15	8	9	10	11	12	13	14	6	7	8	9	10	11	12	A	E	7	8	9	10	11	12	13	6	7	8	9	10	11	12	4	5	6	7	8	9	10	E	32
7	R	16	17	18	19	20	21	22	15	16	17	18	19	20	21	13	14	15	16	17	18	19	R	P	14	15	16	17	18	19	20	13	14	15	16	17	18	19	11	12	13	14	15	16	17	P	33
8	C	23	24	25	26	27	28	29	22	23	24	25	26	27	28	20	21	22	23	24	25	26	C	T	21	22	23	24	25	26	27	20	21	22	23	24	25	26	18	19	20	21	22	23	24	T	34
9	H	30	31	1	2	3	4	5	29	30	31	1	2	3	4	27	28	29	30	31	1	2	H		28	29	30	1	2	3	4	27	28	29	30	1	2	3	25	26	27	28	29	30	1		35
10	A	6	7	8	9	10	11	12	5	6	7	8	9	10	11	3	4	5	6	7	8	9	A	O	5	6	7	8	9	10	11	4	5	6	7	8	9	10	2	3	4	5	6	7	8	O	36
11	P	13	14	15	16	17	18	19	12	13	14	15	16	17	18	10	11	12	13	14	15	16	P	C	12	13	14	15	16	17	18	11	12	13	14	15	16	17	9	10	11	12	13	14	15	C	37
12	R	20	21	22	23	24	25	26	19	20	21	22	23	24	25	17	18	19	20	21	22	23	R	T	19	20	21	22	23	24	25	18	19	20	21	22	23	24	16	17	18	19	20	21	22	T	38
13		27	28	29	30	1	2	3	26	27	28	29	30	1	2	24	25	26	27	28	29	30		26	27	28	29	30	31	1	25	26	27	28	29	30	31	23	24	25	26	27	28	29		39	
14	M	4	5	6	7	8	9	10	3	4	5	6	7	8	9	1	2	3	4	5	6	7	M	N	2	3	4	5	6	7	8	1	2	3	4	5	6	7	30	31	1	2	3	4	5	N	40
15	A	11	12	13	14	15	16	17	10	11	12	13	14	15	16	8	9	10	11	12	13	14	A	O	9	10	11	12	13	14	15	8	9	10	11	12	13	14	6	7	8	9	10	11	12	O	41
16	Y	18	19	20	21	22	23	24	17	18	19	20	21	22	23	15	16	17	18	19	20	21	Y	V	16	17	18	19	20	21	22	15	16	17	18	19	20	21	13	14	15	16	17	18	19	V	42
17		25	26	27	28	29	30	31	24	25	26	27	28	29	30	22	23	24	25	26	27	28		23	24	25	26	27	28	29	22	23	24	25	26	27	28	20	21	22	23	24	25	26		43	
18	J	1	2	3	4	5	6	7	31	1	2	3	4	5	6	29	30	31	1	2	3	4	J	D	30	1	2	3	4	5	6	29	30	1	2	3	4	5	27	28	29	30	1	2	3	D	44
19	U	8	9	10	11	12	13	14	7	8	9	10	11	12	13	5	6	7	8	9	10	11	U	E	7	8	9	10	11	12	13	6	7	8	9	10	11	12	4	5	6	7	8	9	10	E	45
20	N	15	16	17	18	19	20	21	14	15	16	17	18	19	20	12	13	14	15	16	17	18	N	C	14	15	16	17	18	19	20	13	14	15	16	17	18	19	11	12	13	14	15	16	17	C	46
21	E	22	23	24	25	26	27	28	21	22	23	24	25	26	27	19	20	21	22	23	24	25	E		21	22	23	24	25	26	27	20	21	22	23	24	25	26	18	19	20	21	22	23	24		47
22		29	30	1	2	3	4	5	28	29	30	1	2	3	4	26	27	28	29	30	1	2		28	29	30	31	1	2	3	27	28	29	30	31	1	2	25	26	27	28	29	30	31		48	
January 2015							January 2016							January 2017																																	
23	J	6	7	8	9	10	11	12	5	6	7	8	9	10	11	3	4	5	6	7	8	9	J	J	4	5	6	7	8	9	10	3	4	5	6	7	8	9	1	2	3	4	5	6	7	J	49
24	U	13	14	15	16	17	18	19	12	13	14	15	16	17	18	10	11	12	13	14	15	16	U	A	11	12	13	14	15	16	17	10	11	12	13	14	15	16	8	9	10	11	12	13	14	A	50
25	L	20	21	22	23	24	25	26	19	20	21	22	23	24	25	17	18	19	20	21	22	23	L	N	18	19	20	21	22	23	24	17	18	19	20	21	22	23	15	16	17	18	19	20	21	N	51
26	Y	27	28	29	30	31	1	2	26	27	28	29	30	31	1	24	25	26	27	28	29	30	Y		25	26	27	28	29	30	31	24	25	26	27	28	29	30	22	23	24	25	26	27	28		52

* Green shaded boxes indicate a Sales Release Date. Black shaded boxes indicate the following Holidays: Valentine's Day, Presidents Day, Easter, Mother's Day, Memorial Day, Father's Day, Independence Day, Labor Day, Rosh Hashanah, Yom Kippur, Columbus Day, Halloween, Election Day, Veterans Day, Thanksgiving, Christmas, New Year's Day, and Martin Luther King Day.