

NATIONAL RETAIL FEDERATION 2015-2017 RETAIL SALES REPORTING and 4-5-4 MERCHANDISING CALENDAR

SPRING SEASON

FALL SEASON

		2015							2016							2017							2015							2016							2017																
		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	S	M	T	W	T	F	S			
1	F	1	2	3	4	5	6	7	31	1	2	3	4	5	6	29	30	31	1	2	3	4	F	A	2	3	4	5	6	7	8	31	1	2	3	4	5	6	30	31	1	2	3	4	5	A							
2	E	8	9	10	11	12	13	14	7	8	9	10	11	12	13	5	6	7	8	9	10	11	E	U	9	10	11	12	13	14	15	7	8	9	10	11	12	13	6	7	8	9	10	11	12	U							
3	B	15	16	17	18	19	20	21	14	15	16	17	18	19	20	12	13	14	15	16	17	18	B	G	16	17	18	19	20	21	22	14	15	16	17	18	19	20	13	14	15	16	17	18	19	G							
4		22	23	24	25	26	27	28	21	22	23	24	25	26	27	19	20	21	22	23	24	25		23	24	25	26	27	28	29	21	22	23	24	25	26	27	20	21	22	23	24	25	26		20	21	22	23	24	25	26	
5	M	1	2	3	4	5	6	7	28	29	1	2	3	4	5	26	27	28	1	2	3	4	M	S	30	31	1	2	3	4	5	28	29	30	31	1	2	3	27	28	29	30	31	1	2	S							
6	A	8	9	10	11	12	13	14	6	7	8	9	10	11	12	5	6	7	8	9	10	11	A	E	6	7	8	9	10	11	12	4	5	6	7	8	9	10	3	4	5	6	7	8	9	E							
7	R	15	16	17	18	19	20	21	13	14	15	16	17	18	19	12	13	14	15	16	17	18	R	P	13	14	15	16	17	18	19	11	12	13	14	15	16	17	10	11	12	13	14	15	16	P							
8	C	22	23	24	25	26	27	28	20	21	22	23	24	25	26	19	20	21	22	23	24	25	C	T	20	21	22	23	24	25	26	18	19	20	21	22	23	24	17	18	19	20	21	22	23	T							
9	H	29	30	31	1	2	3	4	27	28	29	30	31	1	2	26	27	28	29	30	31	1	H		27	28	29	30	1	2	3	25	26	27	28	29	30	1	24	25	26	27	28	29	30		24	25	26	27	28	29	30
10	A	5	6	7	8	9	10	11	3	4	5	6	7	8	9	2	3	4	5	6	7	8	A	O	4	5	6	7	8	9	10	2	3	4	5	6	7	8	1	2	3	4	5	6	7	O							
11	P	12	13	14	15	16	17	18	10	11	12	13	14	15	16	9	10	11	12	13	14	15	P	C	11	12	13	14	15	16	17	9	10	11	12	13	14	15	8	9	10	11	12	13	14	C							
12	R	19	20	21	22	23	24	25	17	18	19	20	21	22	23	16	17	18	19	20	21	22	R	T	18	19	20	21	22	23	24	16	17	18	19	20	21	22	15	16	17	18	19	20	21	T							
13		26	27	28	29	30	1	2	24	25	26	27	28	29	30	23	24	25	26	27	28	29		25	26	27	28	29	30	31	23	24	25	26	27	28	29	22	23	24	25	26	27	28		22	23	24	25	26	27	28	
14	M	3	4	5	6	7	8	9	1	2	3	4	5	6	7	30	1	2	3	4	5	6	M	N	1	2	3	4	5	6	7	30	31	1	2	3	4	5	29	30	31	1	2	3	4	N							
15	A	10	11	12	13	14	15	16	8	9	10	11	12	13	14	7	8	9	10	11	12	13	A	O	8	9	10	11	12	13	14	6	7	8	9	10	11	12	5	6	7	8	9	10	11	O							
16	Y	17	18	19	20	21	22	23	15	16	17	18	19	20	21	14	15	16	17	18	19	20	Y	V	15	16	17	18	19	20	21	13	14	15	16	17	18	19	12	13	14	15	16	17	18	V							
17		24	25	26	27	28	29	30	22	23	24	25	26	27	28	21	22	23	24	25	26	27		22	23	24	25	26	27	28	20	21	22	23	24	25	26	19	20	21	22	23	24	25		19	20	21	22	23	24	25	
18	J	31	1	2	3	4	5	6	29	30	31	1	2	3	4	28	29	30	31	1	2	3	J	D	29	30	1	2	3	4	5	27	28	29	30	1	2	3	26	27	28	29	30	1	2	D							
19	U	7	8	9	10	11	12	13	5	6	7	8	9	10	11	4	5	6	7	8	9	10	U	E	6	7	8	9	10	11	12	4	5	6	7	8	9	10	3	4	5	6	7	8	9	E							
20	N	14	15	16	17	18	19	20	12	13	14	15	16	17	18	11	12	13	14	15	16	17	N	C	13	14	15	16	17	18	19	11	12	13	14	15	16	17	10	11	12	13	14	15	16	C							
21	E	21	22	23	24	25	26	27	19	20	21	22	23	24	25	18	19	20	21	22	23	24	E		20	21	22	23	24	25	26	18	19	20	21	22	23	24	17	18	19	20	21	22	23								
22		28	29	30	1	2	3	4	26	27	28	29	30	1	2	25	26	27	28	29	30	1		27	28	29	30	31	1	2	25	26	27	28	29	30	31	24	25	26	27	28	29	30		24	25	26	27	28	29	30	
		January 2016							January 2017							January 2018																																					
23	J	5	6	7	8	9	10	11	3	4	5	6	7	8	9	2	3	4	5	6	7	8	J	J	3	4	5	6	7	8	9	1	2	3	4	5	6	7	31	1	2	3	4	5	6	J							
24	U	12	13	14	15	16	17	18	10	11	12	13	14	15	16	9	10	11	12	13	14	15	U	A	10	11	12	13	14	15	16	8	9	10	11	12	13	14	7	8	9	10	11	12	13	A							
25	L	19	20	21	22	23	24	25	17	18	19	20	21	22	23	16	17	18	19	20	21	22	L	N	17	18	19	20	21	22	23	15	16	17	18	19	20	21	14	15	16	17	18	19	20	N							
26	Y	26	27	28	29	30	31	1	24	25	26	27	28	29	30	23	24	25	26	27	28	29	Y		24	25	26	27	28	29	30	22	23	24	25	26	27	28	21	22	23	24	25	26	27								
		*							*							*																																					
		28							29							30																																					
		1							2							3																																					

* Fiscal Year 2017 is a 53 week year.

** 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.