

**NATIONAL RETAIL FEDERATION
2016-2018 RETAIL SALES REPORTING and
4-5-4 MERCHANDISING CALENDAR**

SPRING SEASON

FALL SEASON

		2016							2017							2018							2016							2017							2018													
		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	31	1	2	3	4	5	6	29	30	31	1	2	3	4	4	5	6	7	8	9	10	A	31	1	2	3	4	5	6	30	31	1	2	3	4	5	5	6	7	8	9	10	11	27					
2	E	7	8	9	10	11	12	13	5	6	7	8	9	10	11	11	12	13	14	15	16	17	U	7	8	9	10	11	12	13	6	7	8	9	10	11	12	12	13	14	15	16	17	18	28					
3	B	14	15	16	17	18	19	20	12	13	14	15	16	17	18	18	19	20	21	22	23	24	G	14	15	16	17	18	19	20	13	14	15	16	17	18	19	19	20	21	22	23	24	25	29					
4		21	22	23	24	25	26	27	19	20	21	22	23	24	25	25	26	27	28	1	2	3		21	22	23	24	25	26	27	20	21	22	23	24	25	26	26	27	28	29	30	31	1	30					
5	M	28	29	1	2	3	4	5	26	27	28	1	2	3	4	4	5	6	7	8	9	10	S	28	29	30	31	1	2	3	27	28	29	30	31	1	2	2	3	4	5	6	7	8	31					
6	A	6	7	8	9	10	11	12	5	6	7	8	9	10	11	11	12	13	14	15	16	17	E	4	5	6	7	8	9	10	3	4	5	6	7	8	9	9	10	11	12	13	14	15	32					
7	R	13	14	15	16	17	18	19	12	13	14	15	16	17	18	18	19	20	21	22	23	24	P	11	12	13	14	15	16	17	10	11	12	13	14	15	16	16	17	18	19	20	21	22	33					
8	C	20	21	22	23	24	25	26	19	20	21	22	23	24	25	25	26	27	28	29	30	31	T		19	20	21	22	23	24	17	18	19	20	21	22	23	23	24	25	26	27	28	29	34					
9	H	27	28	29	30	31	1	2	26	27	28	29	30	31	1	1	2	3	4	5	6	7		25	26	27	28	29	30	1	24	25	26	27	28	29	30	30	1	2	3	4	5	6	35					
10	A	3	4	5	6	7	8	9	2	3	4	5	6	7	8	8	9	10	11	12	13	14	O	2	3	4	5	6	7	8	1	2	3	4	5	6	7	7	8	9	10	11	12	13	36					
11	P	10	11	12	13	14	15	16	9	10	11	12	13	14	15	15	16	17	18	19	20	21	C	9	10	11	12	13	14	15	8	9	10	11	12	13	14	14	15	16	17	18	19	20	37					
12	R	17	18	19	20	21	22	23	16	17	18	19	20	21	22	22	23	24	25	26	27	28	T	16	17	18	19	20	21	22	15	16	17	18	19	20	21	21	22	23	24	25	26	27	38					
13		24	25	26	27	28	29	30	23	24	25	26	27	28	29	29	30	1	2	3	4	5		23	24	25	26	27	28	29	22	23	24	25	26	27	28	28	29	30	31	1	2	3	39					
14	M	1	2	3	4	5	6	7	30	1	2	3	4	5	6	6	7	8	9	10	11	12	N	30	31	1	2	3	4	5	29	30	31	1	2	3	4	4	5	6	7	8	9	10	40					
15	A	8	9	10	11	12	13	14	7	8	9	10	11	12	13	13	14	15	16	17	18	19	O	6	7	8	9	10	11	12	5	6	7	8	9	10	11	11	12	13	14	15	16	17	41					
16	Y	15	16	17	18	19	20	21	14	15	16	17	18	19	20	20	21	22	23	24	25	26	V	13	14	15	16	17	18	19	12	13	14	15	16	17	18	18	19	20	21	22	23	24	42					
17		22	23	24	25	26	27	28	21	22	23	24	25	26	27	27	28	29	30	31	1	2		20	21	22	23	24	25	26	19	20	21	22	23	24	25	25	26	27	28	29	30	1	43					
18	J	29	30	31	1	2	3	4	28	29	30	31	1	2	3	3	4	5	6	7	8	9	D	27	28	29	30	1	2	3	26	27	28	29	30	1	2	2	3	4	5	6	7	8	44					
19	U	5	6	7	8	9	10	11	4	5	6	7	8	9	10	10	11	12	13	14	15	16	E	4	5	6	7	8	9	10	3	4	5	6	7	8	9	9	10	11	12	13	14	15	45					
20	N	12	13	14	15	16	17	18	11	12	13	14	15	16	17	17	18	19	20	21	22	23	C	11	12	13	14	15	16	17	10	11	12	13	14	15	16	16	17	18	19	20	21	22	46					
21	E	19	20	21	22	23	24	25	18	19	20	21	22	23	24	24	25	26	27	28	29	30		18	19	20	21	22	23	24	17	18	19	20	21	22	23	23	24	25	26	27	28	29	47					
22		26	27	28	29	30	1	2	25	26	27	28	29	30	1	1	2	3	4	5	6	7		25	26	27	28	29	30	31	24	25	26	27	28	29	30	30	31	1	2	3	4	5	48					
		January 2017							January 2018							January 2019																																		
23	J	3	4	5	6	7	8	9	2	3	4	5	6	7	8	8	9	10	11	12	13	14	J	1	2	3	4	5	6	7	31	1	2	3	4	5	6	6	7	8	9	10	11	12	49					
24	U	10	11	12	13	14	15	16	9	10	11	12	13	14	15	15	16	17	18	19	20	21	A	8	9	10	11	12	13	14	7	8	9	10	11	12	13	13	14	15	16	17	18	19	50					
25	L	17	18	19	20	21	22	23	16	17	18	19	20	21	22	22	23	24	25	26	27	28	N	15	16	17	18	19	20	21	14	15	16	17	18	19	20	20	21	22	23	24	25	26	51					
26	Y	24	25	26	27	28	29	30	23	24	25	26	27	28	29	29	30	31	1	2	3	4		22	23	24	25	26	27	28	21	22	23	24	25	26	27	27	28	29	30	31	1	2	52					
		* 28 29 30 31 1 2 3																																																

* Fiscal Year 2017 is a 53 week year. Many retailers will restate 2017 for comparability to 2018.

** Green shaded boxes indicate a Sales Release Date. Black shaded boxes indicate the following Holidays: Valentine's Day, Presidents Day, St. Patrick's 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.