NATIONAL RETAIL FEDERATION
2018-2020 RETAIL SALES REPORTING and
4-5-4 MERCHANDISING CALENDAR

SPRING SEASON

2018

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

2019

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

2020

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

FALL SEASON

2018

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

2019

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

2020

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

January 2019

		S	M	T	W	T	F	S
J	A	6	7	8	9	10	11	12
A	N	13	14	15	16	17	18	19
N		20	21	22	23	24	25	26
		27	28	29	30	31	1	2

January 2020

		S	M	T	W	T	F	S
J	A	5	6	7	8	9	10	11
A	N	12	13	14	15	16	17	18
N		19	20	21	22	23	24	25
		26	27	28	29	30	31	1

January 2021

		S	M	T	W	T	F	S
J	A	3	4	5	6	7	8	9
A	N	10	11	12	13	14	15	16
N		17	18	19	20	21	22	23
		24	25	26	27	28	29	30

** 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.