

NATIONAL RETAIL FEDERATION 2019-2021 RETAIL SALES REPORTING and 4-5-4 MERCHANDISING CALENDAR

SPRING SEASON

FALL SEASON

		2019							2020							2021							2019							2020							2021																				
		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	S	M	T	W	T	F	S
1	F	3	4	5	6	7	8	9	2	3	4	5	6	7	8	31	1	2	3	4	5	6	F	A	4	5	6	7	8	9	10	2	3	4	5	6	7	8	1	2	3	4	5	6	7	A											
2	E	10	11	12	13	14	15	16	9	10	11	12	13	14	15	7	8	9	10	11	12	13	E	U	11	12	13	14	15	16	17	9	10	11	12	13	14	15	8	9	10	11	12	13	14	U											
3	B	17	18	19	20	21	22	23	16	17	18	19	20	21	22	14	15	16	17	18	19	20	B	G	18	19	20	21	22	23	24	16	17	18	19	20	21	22	15	16	17	18	19	20	21	G											
4		24	25	26	27	28	1	2	23	24	25	26	27	28	29	21	22	23	24	25	26	27		25	26	27	28	29	30	31	23	24	25	26	27	28	29	22	23	24	25	26	27	28	S												
5	M	3	4	5	6	7	8	9	1	2	3	4	5	6	7	28	1	2	3	4	5	6	M	S	1	2	3	4	5	6	7	30	31	1	2	3	4	5	29	30	31	1	2	3	4	S											
6	A	10	11	12	13	14	15	16	8	9	10	11	12	13	14	7	8	9	10	11	12	13	A	E	8	9	10	11	12	13	14	6	7	8	9	10	11	12	5	6	7	8	9	10	11	E											
7	R	17	18	19	20	21	22	23	15	16	17	18	19	20	21	14	15	16	17	18	19	20	R	P	15	16	17	18	19	20	21	13	14	15	16	17	18	19	12	13	14	15	16	17	18	P											
8	C	24	25	26	27	28	29	30	22	23	24	25	26	27	28	21	22	23	24	25	26	27	C	T	22	23	24	25	26	27	28	20	21	22	23	24	25	26	19	20	21	22	23	24	25	T											
9	H	31	1	2	3	4	5	6	29	30	31	1	2	3	4	28	29	30	31	1	2	3	H		29	30	1	2	3	4	5	27	28	29	30	1	2	3	26	27	28	29	30	1	2	S											
10	A	7	8	9	10	11	12	13	5	6	7	8	9	10	11	4	5	6	7	8	9	10	A	O	6	7	8	9	10	11	12	4	5	6	7	8	9	10	3	4	5	6	7	8	9	O											
11	P	14	15	16	17	18	19	20	12	13	14	15	16	17	18	11	12	13	14	15	16	17	P	C	13	14	15	16	17	18	19	11	12	13	14	15	16	17	10	11	12	13	14	15	16	C											
12	R	21	22	23	24	25	26	27	19	20	21	22	23	24	25	18	19	20	21	22	23	24	R	T	20	21	22	23	24	25	26	18	19	20	21	22	23	24	17	18	19	20	21	22	23	T											
13		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	S												
14	M	5	6	7	8	9	10	11	3	4	5	6	7	8	9	2	3	4	5	6	7	8	M	N	3	4	5	6	7	8	9	1	2	3	4	5	6	7	31	1	2	3	4	5	6	N											
15	A	12	13	14	15	16	17	18	10	11	12	13	14	15	16	9	10	11	12	13	14	15	A	O	10	11	12	13	14	15	16	8	9	10	11	12	13	14	7	8	9	10	11	12	13	O											
16	Y	19	20	21	22	23	24	25	17	18	19	20	21	22	23	16	17	18	19	20	21	22	Y	V	17	18	19	20	21	22	23	15	16	17	18	19	20	21	14	15	16	17	18	19	20	V											
17		26	27	28	29	30	31	1	24	25	26	27	28	29	30	23	24	25	26	27	28	29		24	25	26	27	28	29	30	22	23	24	25	26	27	28	21	22	23	24	25	26	27	S												
18	J	2	3	4	5	6	7	8	31	1	2	3	4	5	6	30	31	1	2	3	4	5	J	D	1	2	3	4	5	6	7	29	30	1	2	3	4	5	28	29	30	1	2	3	4	D											
19	U	9	10	11	12	13	14	15	7	8	9	10	11	12	13	6	7	8	9	10	11	12	U	E	8	9	10	11	12	13	14	6	7	8	9	10	11	12	5	6	7	8	9	10	11	E											
20	N	16	17	18	19	20	21	22	14	15	16	17	18	19	20	13	14	15	16	17	18	19	N	C	15	16	17	18	19	20	21	13	14	15	16	17	18	19	12	13	14	15	16	17	18	C											
21	E	23	24	25	26	27	28	29	21	22	23	24	25	26	27	20	21	22	23	24	25	26	E		22	23	24	25	26	27	28	20	21	22	23	24	25	26	19	20	21	22	23	24	25	E											
22		30	1	2	3	4	5	6	28	29	30	1	2	3	4	27	28	29	30	1	2	3		29	30	31	1	2	3	4	27	28	29	30	31	1	2	26	27	28	29	30	31	1	S												
23	J	7	8	9	10	11	12	13	5	6	7	8	9	10	11	4	5	6	7	8	9	10	J	J	5	6	7	8	9	10	11	3	4	5	6	7	8	9	2	3	4	5	6	7	8	J											
24	U	14	15	16	17	18	19	20	12	13	14	15	16	17	18	11	12	13	14	15	16	17	U	A	12	13	14	15	16	17	18	10	11	12	13	14	15	16	9	10	11	12	13	14	15	A											
25	L	21	22	23	24	25	26	27	19	20	21	22	23	24	25	18	19	20	21	22	23	24	L	N	19	20	21	22	23	24	25	17	18	19	20	21	22	23	16	17	18	19	20	21	22	N											
26	Y	28	29	30	31	1	2	3	26	27	28	29	30	31	1	25	26	27	28	29	30	31	Y		26	27	28	29	30	31	1	24	25	26	27	28	29	30	23	24	25	26	27	28	29	S											

** 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.