

NATIONAL RETAIL FEDERATION 2013-2015 RETAIL SALES REPORTING and 4-5-4 MERCHANDISING CALENDAR

SPRING SEASON

FALL SEASON

		2013							2014							2015							2013							2014							2015																																		
		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	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	1	2	3	4	5	6	7	F	A	4	5	6	7	8	9	10	3	4	5	6	7	8	9	2	3	4	5	6	7	8	A	27	2	3	4	5	6	7	8	A	27														
2	E	10	11	12	13	14	15	16	9	10	11	12	13	14	15	8	9	10	11	12	13	14	E	U	11	12	13	14	15	16	17	10	11	12	13	14	15	16	9	10	11	12	13	14	15	U	28	9	10	11	12	13	14	15	U	28															
3	B	17	18	19	20	21	22	23	16	17	18	19	20	21	22	15	16	17	18	19	20	21	B	G	18	19	20	21	22	23	24	17	18	19	20	21	22	23	16	17	18	19	20	21	22	G	29	16	17	18	19	20	21	22	G	29															
4		24	25	26	27	28	1	2	23	24	25	26	27	28	1	22	23	24	25	26	27	28		25	26	27	28	29	30	31	24	25	26	27	28	29	30	23	24	25	26	27	28	29		23	24	25	26	27	28	29	30	23	24	25	26	27	28	29		23	24	25	26	27	28	29	30		
5	M	3	4	5	6	7	8	9	2	3	4	5	6	7	8	1	2	3	4	5	6	7	M	S	1	2	3	4	5	6	7	31	1	2	3	4	5	6	30	31	1	2	3	4	5	S	31	30	31	1	2	3	4	5	S	31															
6	A	10	11	12	13	14	15	16	9	10	11	12	13	14	15	8	9	10	11	12	13	14	A	E	8	9	10	11	12	13	14	7	8	9	10	11	12	13	6	7	8	9	10	11	12	E	32	6	7	8	9	10	11	12	E	32															
7	R	17	18	19	20	21	22	23	16	17	18	19	20	21	22	15	16	17	18	19	20	21	R	P	15	16	17	18	19	20	21	14	15	16	17	18	19	20	13	14	15	16	17	18	19	P	33	13	14	15	16	17	18	19	P	33															
8	C	24	25	26	27	28	29	30	23	24	25	26	27	28	29	22	23	24	25	26	27	28	C	T	22	23	24	25	26	27	28	21	22	23	24	25	26	27	20	21	22	23	24	25	26	T	34	20	21	22	23	24	25	26	T	34															
9	H	31	1	2	3	4	5	6	30	31	1	2	3	4	5	29	30	31	1	2	3	4	H		29	30	1	2	3	4	5	28	29	30	1	2	3	4	27	28	29	30	1	2	3		35	27	28	29	30	1	2	3		35															
10	A	7	8	9	10	11	12	13	6	7	8	9	10	11	12	5	6	7	8	9	10	11	A	O	6	7	8	9	10	11	12	5	6	7	8	9	10	11	4	5	6	7	8	9	10	O	36	4	5	6	7	8	9	10	O	36															
11	P	14	15	16	17	18	19	20	13	14	15	16	17	18	19	12	13	14	15	16	17	18	P	C	13	14	15	16	17	18	19	12	13	14	15	16	17	18	11	12	13	14	15	16	17	C	37	11	12	13	14	15	16	17	C	37															
12	R	21	22	23	24	25	26	27	20	21	22	23	24	25	26	19	20	21	22	23	24	25	R	T	20	21	22	23	24	25	26	19	20	21	22	23	24	25	18	19	20	21	22	23	24	T	38	18	19	20	21	22	23	24	T	38															
13		28	29	30	1	2	3	4	27	28	29	30	1	2	3	26	27	28	29	30	1	2		27	28	29	30	31	1	2	26	27	28	29	30	31	1	25	26	27	28	29	30	31		39	25	26	27	28	29	30	31		39																
14	M	5	6	7	8	9	10	11	4	5	6	7	8	9	10	3	4	5	6	7	8	9	M	N	3	4	5	6	7	8	9	2	3	4	5	6	7	8	1	2	3	4	5	6	7	N	40	1	2	3	4	5	6	7	N	40															
15	A	12	13	14	15	16	17	18	11	12	13	14	15	16	17	10	11	12	13	14	15	16	A	O	10	11	12	13	14	15	16	9	10	11	12	13	14	15	8	9	10	11	12	13	14	O	41	8	9	10	11	12	13	14	O	41															
16	Y	19	20	21	22	23	24	25	18	19	20	21	22	23	24	17	18	19	20	21	22	23	Y	V	17	18	19	20	21	22	23	16	17	18	19	20	21	22	15	16	17	18	19	20	21	V	42	15	16	17	18	19	20	21	V	42															
17		26	27	28	29	30	31	1	25	26	27	28	29	30	31	24	25	26	27	28	29	30		24	25	26	27	28	29	30	23	24	25	26	27	28	29	22	23	24	25	26	27	28		43	22	23	24	25	26	27	28		43																
18	J	2	3	4	5	6	7	8	1	2	3	4	5	6	7	31	1	2	3	4	5	6	J	D	1	2	3	4	5	6	7	30	1	2	3	4	5	6	29	30	1	2	3	4	5	D	44	29	30	1	2	3	4	5	D	44															
19	U	9	10	11	12	13	14	15	8	9	10	11	12	13	14	7	8	9	10	11	12	13	U	E	8	9	10	11	12	13	14	7	8	9	10	11	12	13	6	7	8	9	10	11	12	E	45	6	7	8	9	10	11	12	E	45															
20	N	16	17	18	19	20	21	22	15	16	17	18	19	20	21	14	15	16	17	18	19	20	N	C	15	16	17	18	19	20	21	14	15	16	17	18	19	20	13	14	15	16	17	18	19	C	46	13	14	15	16	17	18	19	C	46															
21	E	23	24	25	26	27	28	29	22	23	24	25	26	27	28	21	22	23	24	25	26	27	E		22	23	24	25	26	27	28	21	22	23	24	25	26	27	20	21	22	23	24	25	26		47	20	21	22	23	24	25	26		47															
22		30	1	2	3	4	5	6	29	30	1	2	3	4	5	28	29	30	1	2	3	4		29	30	31	1	2	3	4	28	29	30	31	1	2	3	27	28	29	30	31	1	2		48	27	28	29	30	31	1	2		48																
		January 2014							January 2015							January 2016																																																							
23	J	7	8	9	10	11	12	13	6	7	8	9	10	11	12	5	6	7	8	9	10	11	J	J	5	6	7	8	9	10	11	4	5	6	7	8	9	10	3	4	5	6	7	8	9	J	49	3	4	5	6	7	8	9	J	49															
24	U	14	15	16	17	18	19	20	13	14	15	16	17	18	19	12	13	14	15	16	17	18	U	A	12	13	14	15	16	17	18	11	12	13	14	15	16	17	10	11	12	13	14	15	16	A	50	10	11	12	13	14	15	16	A	50															
25	L	21	22	23	24	25	26	27	20	21	22	23	24	25	26	19	20	21	22	23	24	25	L	N	19	20	21	22	23	24	25	18	19	20	21	22	23	24	17	18	19	20	21	22	23	N	51	17	18	19	20	21	22	23	N	51															
26	Y	28	29	30	31	1	2	3	27	28	29	30	31	1	2	26	27	28	29	30	31	1	Y		26	27	28	29	30	31	1	25	26	27	28	29	30	31	24	25	26	27	28	29	30		52	24	25	26	27	28	29	30		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.

** Rosh Hashanah and Sales Release fall on 9/5/13.