

NATIONAL RETAIL FEDERATION 2025-2027 RETAIL SALES REPORTING and 4-5-4 MERCHANDISING CALENDAR

		SPRING SEASON						FALL SEASON																																										
		2025		2026		2027		2025		2026		2027																																						
		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	2	3	4	5	6	7	8	1	2	3	4	5	6	7	31	1	2	3	4	5	6	F	A	3	4	5	6	7	8	9	2	3	4	5	6	7	8	1	2	3	4	5	6	7	A	27			
2	E	9	10	11	12	13	14	15	8	9	10	11	12	13	14	7	8	9	10	11	12	13	E	U	10	11	12	13	14	15	16	9	10	11	12	13	14	15	8	9	10	11	12	13	14	U	28			
3	B	16	17	18	19	20	21	22	15	16	17	18	19	20	21	14	15	16	17	18	19	20	B	G	17	18	19	20	21	22	23	16	17	18	19	20	21	22	15	16	17	18	19	20	21	G	29			
4		23	24	25	26	27	28	1	22	23	24	25	26	27	28	21	22	23	24	25	26	27			24	25	26	27	28	29	30	23	24	25	26	27	28	29	22	23	24	25	26	27	28		30			
5	M	2	3	4	5	6	7	8	1	2	3	4	5	6	7	28	1	2	3	4	5	6	M	S	31	1	2	3	4	5	6	30	31	1	2	3	4	5	29	30	31	1	2	3	4	S	31			
6	A	9	10	11	12	13	14	15	8	9	10	11	12	13	14	7	8	9	10	11	12	13	A	E	7	8	9	10	11	12	13	6	7	8	9	10	11	12	5	6	7	8	9	10	11	E	32			
7	R	16	17	18	19	20	21	22	15	16	17	18	19	20	21	14	15	16	17	18	19	20	R	P	14	15	16	17	18	19	20	13	14	15	16	17	18	19	12	13	14	15	16	17	18	P	33			
8	C	23	24	25	26	27	28	29	22	23	24	25	26	27	28	21	22	23	24	25	26	27	C	T	21	22	23	24	25	26	27	20	21	22	23	24	25	26	19	20	21	22	23	24	25	T	34			
9	H	30	31	1	2	3	4	5	29	30	31	1	2	3	4	28	29	30	31	1	2	3	H		28	29	30	1	2	3	4	27	28	29	30	1	2	3	26	27	28	29	30	1	2		35			
10	A	6	7	8	9	10	11	12	5	6	7	8	9	10	11	4	5	6	7	8	9	10	A	O	5	6	7	8	9	10	11	4	5	6	7	8	9	10	3	4	5	6	7	8	9	O	36			
11	P	13	14	15	16	17	18	19	12	13	14	15	16	17	18	11	12	13	14	15	16	17	P	C	12	13	14	15	16	17	18	11	12	13	14	15	16	17	10	11	12	13	14	15	16	C	37			
12	R	20	21	22	23	24	25	26	19	20	21	22	23	24	25	18	19	20	21	22	23	24	R	T	19	20	21	22	23	24	25	18	19	20	21	22	23	24	17	18	19	20	21	22	23	T	38			
13		27	28	29	30	1	2	3	26	27	28	29	30	1	2	25	26	27	28	29	30	1			26	27	28	29	30	31	1	25	26	27	28	29	30	31	24	25	26	27	28	29	30		39			
14	M	4	5	6	7	8	9	10	3	4	5	6	7	8	9	2	3	4	5	6	7	8	M	N	2	3	4	5	6	7	8	1	2	3	4	5	6	7	31	1	2	3	4	5	6	N	40			
15	A	11	12	13	14	15	16	17	10	11	12	13	14	15	16	9	10	11	12	13	14	15	A	O	9	10	11	12	13	14	15	8	9	10	11	12	13	14	7	8	9	10	11	12	13	O	41			
16	Y	18	19	20	21	22	23	24	17	18	19	20	21	22	23	16	17	18	19	20	21	22	Y	V	16	17	18	19	20	21	22	15	16	17	18	19	20	21	14	15	16	17	18	19	20	V	42			
17		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	22	23	24	25	26	27	28	21	22	23	24	25	26	27		43			
18	J	1	2	3	4	5	6	7	31	1	2	3	4	5	6	30	31	1	2	3	4	5	J	D	30	1	2	3	4	5	6	29	30	1	2	3	4	5	28	29	30	1	2	3	4	D	44			
19	U	8	9	10	11	12	13	14	7	8	9	10	11	12	13	6	7	8	9	10	11	12	U	E	7	8	9	10	11	12	13	6	7	8	9	10	11	12	5	6	7	8	9	10	11	E	45			
20	N	15	16	17	18	19	20	21	14	15	16	17	18	19	20	13	14	15	16	17	18	19	N	C	14	15	16	17	18	19	20	13	14	15	16	17	18	19	12	13	14	15	16	17	18	C	46			
21	E	22	23	24	25	26	27	28	21	22	23	24	25	26	27	20	21	22	23	24	25	26	E		21	22	23	24	25	26	27	20	21	22	23	24	25	26	19	20	21	22	23	24	25		47			
22		29	30	1	2	3	4	5	28	29	30	1	2	3	4	27	28	29	30	1	2	3			28	29	30	31	1	2	3	27	28	29	30	31	1	2	26	27	28	29	30	31	1		48			
		January 2026						January 2027						January 2028																																				
23	J	6	7	8	9	10	11	12	5	6	7	8	9	10	11	4	5	6	7	8	9	10	J	J	4	5	6	7	8	9	10	3	4	5	6	7	8	9	2	3	4	5	6	7	8	J	49			
24	U	13	14	15	16	17	18	19	12	13	14	15	16	17	18	11	12	13	14	15	16	17	U	A	11	12	13	14	15	16	17	10	11	12	13	14	15	16	9	10	11	12	13	14	15	A	50			
25	L	20	21	22	23	24	25	26	19	20	21	22	23	24	25	18	19	20	21	22	23	24	L	N	18	19	20	21	22	23	24	17	18	19	20	21	22	23	16	17	18	19	20	21	22	N	51			
26	Y	27	28	29	30	31	1	2	26	27	28	29	30	31	25	26	27	28	29	30	31	Y		25	26	27	28	29	30	31	24	25	26	27	28	29	30	23	24	25	26	27	28	29		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, Martin Luther King Day, and Juneteenth

** Columbus Day and Yom Kippur both fall on October 11, 2027.