

## NATIONAL RETAIL FEDERATION 2024-2026 RETAIL SALES REPORTING and 4-5-4 MERCHANDISING CALENDAR

### SPRING SEASON

### FALL SEASON

|    |   | 2024         |    |    |    |    |    |    | 2025         |    |    |    |    |    |    | 2026         |    |    |    |    |    |    | 2024 |    |    |    |    |    |    | 2025 |    |    |    |    |    |    | 2026 |    |    |    |    |    |    |    |    |    |    |   |   |   |
|----|---|--------------|----|----|----|----|----|----|--------------|----|----|----|----|----|----|--------------|----|----|----|----|----|----|------|----|----|----|----|----|----|------|----|----|----|----|----|----|------|----|----|----|----|----|----|----|----|----|----|---|---|---|
|    |   | 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 | 4            | 5  | 6  | 7  | 8  | 9  | 10 | 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  | E | 11           | 12 | 13 | 14 | 15 | 16 | 17 | 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 |   |   |   |
| 3  | B | 18           | 19 | 20 | 21 | 22 | 23 | 24 | 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 |   |   |   |
| 4  |   | 25           | 26 | 27 | 28 | 29 | 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 |    | 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 |   |   |   |
| 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 |   |   |   |
| 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 |   |   |   |
| 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 |   |   |   |
| 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 |   |   |   |
| 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 |   |   |   |
| 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 |   |   |   |
| 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 |   |   |   |
| 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 |    |   |   |   |
| 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 |   |   |   |
| 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 |   |   |   |
| 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 |   |   |   |
| 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 |    |   |   |   |
| 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 |   |   |   |
| 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 |   |   |   |
| 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 |   |   |   |
| 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 |   |   |   |
| 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 |    |   |   |   |
|    |   | January 2025 |    |    |    |    |    |    | January 2026 |    |    |    |    |    |    | January 2027 |    |    |    |    |    |    |      |    |    |    |    |    |    |      |    |    |    |    |    |    |      |    |    |    |    |    |    |    |    |    |    |   |   |   |
| 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 |   |   |   |
| 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 |   |   |   |
| 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 |   |   |   |
| 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 |   |   |   |

\* 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.