



NATIONAL RETAIL FEDERATION 2023-2025 RETAIL SALES REPORTING and 4-5-4 MERCHANDISING CALENDAR (2023 Restated)

	SPRING SEASON			FALL SEASON		
	2023	2024	2025	2023	2024	2025
	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 5 6 7 8 9 10 11	4 5 6 7 8 9 10	2 3 4 5 6 7 8 F	A 6 7 8 9 10 11 12	4 5 6 7 8 9 10	3 4 5 6 7 8 9 A
2	E 12 13 14 15 16 17 18	11 12 13 14 15 16 17	9 10 11 12 13 14 15 E	U 13 14 15 16 17 18 19	11 12 13 14 15 16 17	10 11 12 13 14 15 16 U
3	B 19 20 21 22 23 24 25	18 19 20 21 22 23 24	16 17 18 19 20 21 22 B	G 20 21 22 23 24 25 26	18 19 20 21 22 23 24	17 18 19 20 21 22 23 G
4	26 27 28 1 2 3 4	25 26 27 28 29 1 2	23 24 25 26 27 28 1	27 28 29 30 31 1 2	25 26 27 28 29 30 31	24 25 26 27 28 29 30
5	M 5 6 7 8 9 10 11	3 4 5 6 7 8 9	2 3 4 5 6 7 8 M	S 3 4 5 6 7 8 9	1 2 3 4 5 6 7	31 1 2 3 4 5 6 S
6	A 12 13 14 15 16 17 18	10 11 12 13 14 15 16	9 10 11 12 13 14 15 A	E 10 11 12 13 14 15 16	8 9 10 11 12 13 14	7 8 9 10 11 12 13 E
7	R 19 20 21 22 23 24 25	17 18 19 20 21 22 23	16 17 18 19 20 21 22 R	P 17 18 19 20 21 22 23	15 16 17 18 19 20 21	14 15 16 17 18 19 20 P
8	C 26 27 28 29 30 31 1	24 25 26 27 28 29 30	23 24 25 26 27 28 29 C	T 24 25 26 27 28 29 30	22 23 24 25 26 27 28	21 22 23 24 25 26 27 T
9	H 2 3 4 5 6 7 8	31 1 2 3 4 5 6	30 31 1 2 3 4 5 H	1 2 3 4 5 6 7	29 30 1 2 3 4 5	28 29 30 1 2 3 4
10	A 9 10 11 12 13 14 15	7 8 9 10 11 12 13	6 7 8 9 10 11 12 A	O 8 9 10 11 12 13 14	6 7 8 9 10 11 12	5 6 7 8 9 10 11 O
11	P 16 17 18 19 20 21 22	14 15 16 17 18 19 20	13 14 15 16 17 18 19 P	C 15 16 17 18 19 20 21	13 14 15 16 17 18 19	12 13 14 15 16 17 18 C
12	R 23 24 25 26 27 28 29	21 22 23 24 25 26 27	20 21 22 23 24 25 26 R	T 22 23 24 25 26 27 28	20 21 22 23 24 25 26	19 20 21 22 23 24 25 T
13	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
14	M 7 8 9 10 11 12 13	5 6 7 8 9 10 11	4 5 6 7 8 9 10 M	N 5 6 7 8 9 10 11	3 4 5 6 7 8 9	2 3 4 5 6 7 8 N
15	A 14 15 16 17 18 19 20	12 13 14 15 16 17 18	11 12 13 14 15 16 17 A	O 12 13 14 15 16 17 18	10 11 12 13 14 15 16	9 10 11 12 13 14 15 O
16	Y 21 22 23 24 25 26 27	19 20 21 22 23 24 25	18 19 20 21 22 23 24 Y	V 19 20 21 22 23 24 25	17 18 19 20 21 22 23	16 17 18 19 20 21 22 V
17	28 29 30 31 1 2 3	26 27 28 29 30 31 1	25 26 27 28 29 30 31	26 27 28 29 30 1 2	24 25 26 27 28 29 30	23 24 25 26 27 28 29
18	J 4 5 6 7 8 9 10	2 3 4 5 6 7 8	1 2 3 4 5 6 7 J	D 3 4 5 6 7 8 9	1 2 3 4 5 6 7	30 1 2 3 4 5 6 D
19	U 11 12 13 14 15 16 17	9 10 11 12 13 14 15	8 9 10 11 12 13 14 U	E 10 11 12 13 14 15 16	8 9 10 11 12 13 14	7 8 9 10 11 12 13 E
20	N 18 19 20 21 22 23 24	16 17 18 19 20 21 22	15 16 17 18 19 20 21 N	C 17 18 19 20 21 22 23	15 16 17 18 19 20 21	14 15 16 17 18 19 20 C
21	E 25 26 27 28 29 30 1	23 24 25 26 27 28 29	22 23 24 25 26 27 28 E	24 25 26 27 28 29 30	22 23 24 25 26 27 28	21 22 23 24 25 26 27
22	2 3 4 5 6 7 8	30 1 2 3 4 5 6	29 30 1 2 3 4 5	31 1 2 3 4 5 6	29 30 31 1 2 3 4	28 29 30 31 1 2 3
				January 2024	January 2025	January 2026
23	J 9 10 11 12 13 14 15	7 8 9 10 11 12 13	6 7 8 9 10 11 12 J	J 7 8 9 10 11 12 13	5 6 7 8 9 10 11	4 5 6 7 8 9 10 J
24	U 16 17 18 19 20 21 22	14 15 16 17 18 19 20	13 14 15 16 17 18 19 U	A 14 15 16 17 18 19 20	12 13 14 15 16 17 18	11 12 13 14 15 16 17 A
25	L 23 24 25 26 27 28 29	21 22 23 24 25 26 27	20 21 22 23 24 25 26 L	N 21 22 23 24 25 26 27	19 20 21 22 23 24 25	18 19 20 21 22 23 24 N
26	Y 30 31 1 2 3 4 5	28 29 30 31 1 2 3	27 28 29 30 31 1 2 Y	28 29 30 31 1 2 3*	26 27 28 29 30 31 1	25 26 27 28 29 30 31

* Fiscal Year 2023 is a 53 week year. 2023 has been restated for comparability to 2024.
 ** 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.