

NATIONAL RETAIL FEDERATION 2011-2013 RETAIL SALES REPORTING and 4-5-4 MERCHANDISING CALENDAR

SPRING SEASON

FALL SEASON

2011							2012							2013							2011							2012							2013													
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	30	31	1	2	3	4	5	29	30	31	1	2	3	4	3	4	5	6	7	8	9	F	A	31	1	2	3	4	5	6	29	30	31	1	2	3	4	4	5	6	7	8	9	10	A	27	
2	E	6	7	8	9	10	11	12	5	6	7	8	9	10	11	10	11	12	13	14	15	16	E	U	7	8	9	10	11	12	13	5	6	7	8	9	10	11	11	12	13	14	15	16	17	U	28	
3	B	13	14	15	16	17	18	19	12	13	14	15	16	17	18	17	18	19	20	21	22	23	B	G	14	15	16	17	18	19	20	12	13	14	15	16	17	18	18	19	20	21	22	23	24	G	29	
4		20	21	22	23	24	25	26	19	20	21	22	23	24	25	24	25	26	27	28	1	2			21	22	23	24	25	26	27	19	20	21	22	23	24	25	25	26	27	28	29	30	31		30	
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													
5	M	27	28	1	2	3	4	5	26	27	28	29	1	2	3	3	4	5	6	7	8	9	M	S	28	29	30	31	1	2	3	26	27	28	29	30	31	1	1	2	3	4	5	6	7	S	31	***
6	A	6	7	8	9	10	11	12	4	5	6	7	8	9	10	10	11	12	13	14	15	16	A	E	4	5	6	7	8	9	10	2	3	4	5	6	7	8	8	9	10	11	12	13	14	E	32	
7	R	13	14	15	16	17	18	19	11	12	13	14	15	16	17	17	18	19	20	21	22	23	R	P	11	12	13	14	15	16	17	9	10	11	12	13	14	15	15	16	17	18	19	20	21	P	33	
8	C	20	21	22	23	24	25	26	18	19	20	21	22	23	24	24	25	26	27	28	29	30	C	T	18	19	20	21	22	23	24	16	17	18	19	20	21	22	22	23	24	25	26	27	28	T	34	
9	H	27	28	29	30	31	1	2	25	26	27	28	29	30	31	31	1	2	3	4	5	6	H		25	26	27	28	29	30	1	23	24	25	26	27	28	29	29	30	1	2	3	4	5		35	
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													
10	A	3	4	5	6	7	8	9	1	2	3	4	5	6	7	7	8	9	10	11	12	13	A	O	2	3	4	5	6	7	8	30	1	2	3	4	5	6	6	7	8	9	10	11	12	O	36	
11	P	10	11	12	13	14	15	16	8	9	10	11	12	13	14	14	15	16	17	18	19	20	P	C	9	10	11	12	13	14	15	7	8	9	10	11	12	13	13	14	15	16	17	18	19	C	37	
12	R	17	18	19	20	21	22	23	15	16	17	18	19	20	21	21	22	23	24	25	26	27	R	T	16	17	18	19	20	21	22	14	15	16	17	18	19	20	20	21	22	23	24	25	26	T	38	
13		24	25	26	27	28	29	30	22	23	24	25	26	27	28	28	29	30	1	2	3	4			23	24	25	26	27	28	29	21	22	23	24	25	26	27	27	28	29	30	31	1	2		39	
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													
14	M	1	2	3	4	5	6	7	29	30	1	2	3	4	5	5	6	7	8	9	10	11	M	N	30	31	1	2	3	4	5	28	29	30	31	1	2	3	3	4	5	6	7	8	9	N	40	
15	A	8	9	10	11	12	13	14	6	7	8	9	10	11	12	12	13	14	15	16	17	18	A	O	6	7	8	9	10	11	12	4	5	6	7	8	9	10	10	11	12	13	14	15	16	O	41	
16	Y	15	16	17	18	19	20	21	13	14	15	16	17	18	19	19	20	21	22	23	24	25	Y	V	13	14	15	16	17	18	19	11	12	13	14	15	16	17	17	18	19	20	21	22	23	V	42	
17		22	23	24	25	26	27	28	20	21	22	23	24	25	26	26	27	28	29	30	31	1			20	21	22	23	24	25	26	18	19	20	21	22	23	24	24	25	26	27	28	29	30		43	
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													
18	J	29	30	31	1	2	3	4	27	28	29	30	31	1	2	2	3	4	5	6	7	8	J	D	27	28	29	30	1	2	3	25	26	27	28	29	30	1	1	2	3	4	5	6	7	D	44	
19	U	5	6	7	8	9	10	11	3	4	5	6	7	8	9	9	10	11	12	13	14	15	U	E	4	5	6	7	8	9	10	2	3	4	5	6	7	8	8	9	10	11	12	13	14	E	45	
20	N	12	13	14	15	16	17	18	10	11	12	13	14	15	16	16	17	18	19	20	21	22	N	C	11	12	13	14	15	16	17	9	10	11	12	13	14	15	15	16	17	18	19	20	21	C	46	
21	E	19	20	21	22	23	24	25	17	18	19	20	21	22	23	23	24	25	26	27	28	29	E		18	19	20	21	22	23	24	16	17	18	19	20	21	22	22	23	24	25	26	27	28		47	
22		26	27	28	29	30	1	2	24	25	26	27	28	29	30	30	1	2	3	4	5	6			25	26	27	28	29	30	31	23	24	25	26	27	28	29	29	30	31	1	2	3	4		48	
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													
23	J	3	4	5	6	7	8	9	1	2	3	4	5	6	7	7	8	9	10	11	12	13	J	J	1	2	3	4	5	6	7	30	31	1	2	3	4	5	5	6	7	8	9	10	11	J	49	
24	U	10	11	12	13	14	15	16	8	9	10	11	12	13	14	14	15	16	17	18	19	20	U	A	8	9	10	11	12	13	14	6	7	8	9	10	11	12	12	13	14	15	16	17	18	A	50	
25	L	17	18	19	20	21	22	23	15	16	17	18	19	20	21	21	22	23	24	25	26	27	L	N	15	16	17	18	19	20	21	13	14	15	16	17	18	19	19	20	21	22	23	24	25	N	51	
26	Y	24	25	26	27	28	29	30	22	23	24	25	26	27	28	28	29	30	31	1	2	3	Y		22	23	24	25	26	27	28	20	21	22	23	24	25	26	26	27	28	29	30	31	1		52	
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													