

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

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