

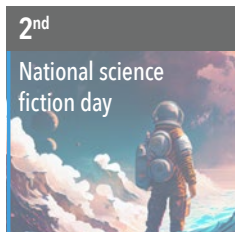
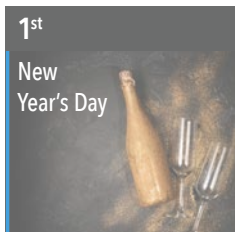
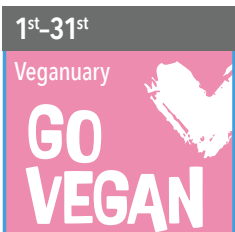
Marketing Calendar 2024

DON'T MISS OUT ON THE KEY DATES OF THE YEAR!

January

Key selling and sector opportunities

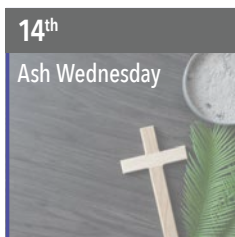
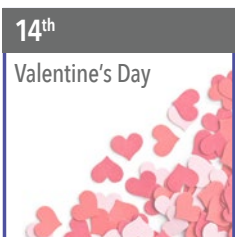
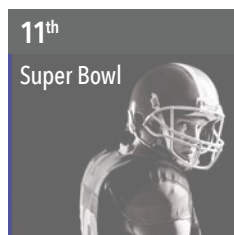
- ✓ Sales and clearance
- ✓ Fitness



February

Key selling and sector opportunities

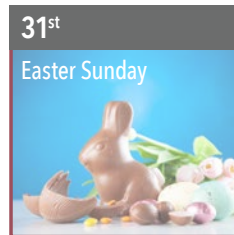
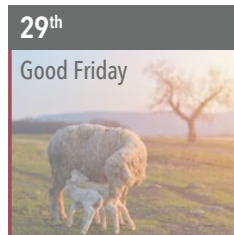
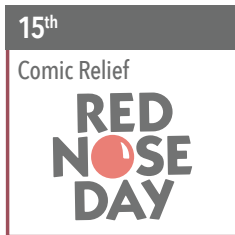
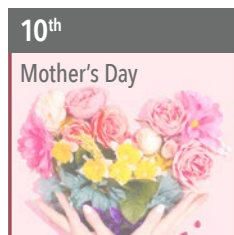
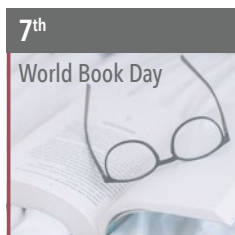
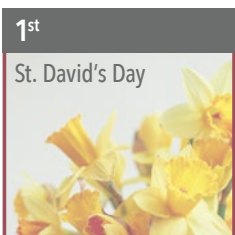
- ✓ Valentine's Day
- ✓ Gifting



March

Key selling and sector opportunities

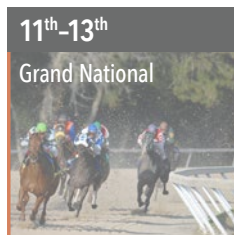
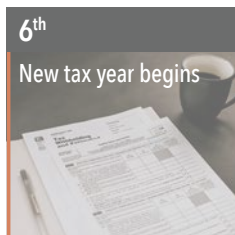
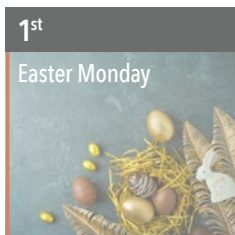
- ✓ Mother's Day gifting
- ✓ Hospitality
- ✓ Polos
- ✓ Easter favourites
- ✓ Golf



April

Key selling and sector opportunities

- ✓ Athleisurewear
- ✓ Caps
- ✓ Workwear
- ✓ Gymwear
- ✓ Fleece

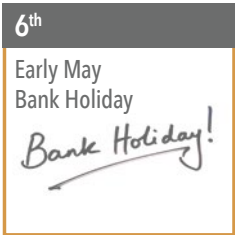


May

Key selling and sector opportunities

- ✓ Summer warm-up
- ✓ Luggage
- ✓ Holiday essentials
- ✓ Shorts

6th
Early May
Bank Holiday
Bank Holiday!



6th
First anniversary of the coronation of King Charles III and Queen Camilla



7th-11th
Eurovision Song Contest



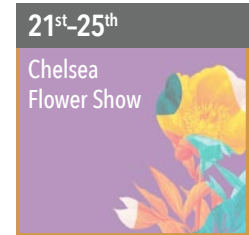
13th
World Cocktail Day



17th
World Baking Day



21st-25th
Chelsea Flower Show



20th
World Bee Day



25th
FA Cup Final



27th
Spring Bank Holiday



29th
National Biscuit Day

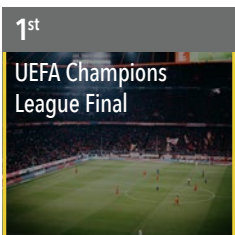


June

Key selling and sector opportunities

- ✓ Father's Day gifting
- ✓ Accessories
- ✓ Vests and tees

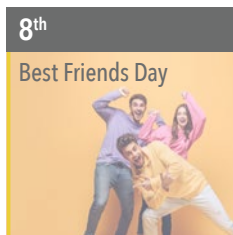
1st
UEFA Champions League Final



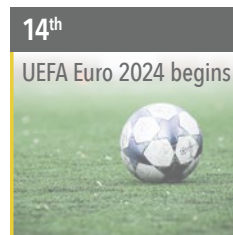
8th
The King's Official Birthday



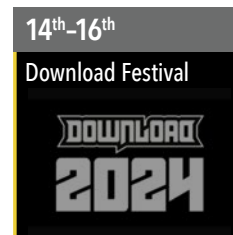
8th
Best Friends Day



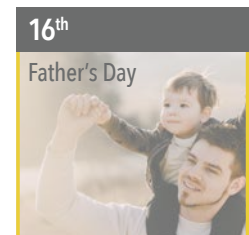
14th
UEFA Euro 2024 begins



14th-16th
Download Festival
DOWNLOAD 2024



16th
Father's Day



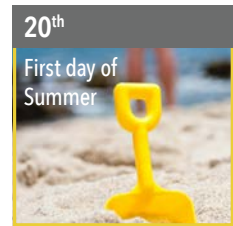
18th
International Picnic Day



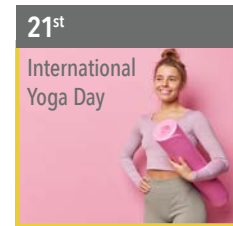
18th-22nd
Royal Ascot



20th
First day of Summer



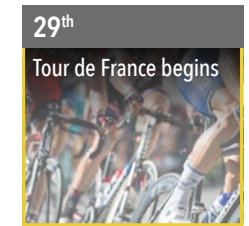
21st
International Yoga Day



26th-30th
Glastonbury Festival
GLASTONBURY FESTIVAL OF CONTEMPORARY PERFORMING ARTS



29th
Tour de France begins



July

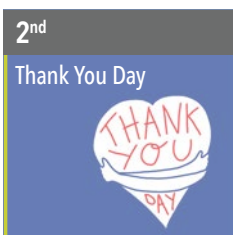
Key selling and sector opportunities

- ✓ Festival season
- ✓ Tie-dye
- ✓ Leavers' hoodies
- ✓ Hats
- ✓ Bags

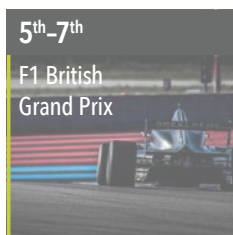
1st-14th
Wimbledon



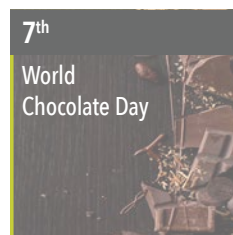
2nd
Thank You Day
THANK YOU DAY



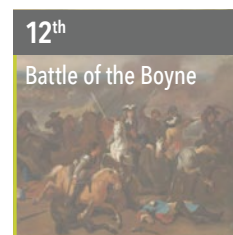
5th-7th
F1 British Grand Prix



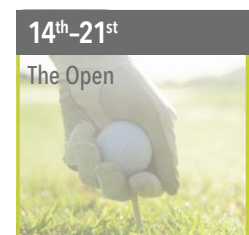
7th
World Chocolate Day



12th
Battle of the Boyne



14th-21st
The Open



26th
2024 Paris Olympics begin
PARIS 2024



30th
International Day of Friendship
FRIENDSHIP DAY



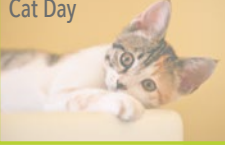
August

Key selling and sector opportunities

- ✓ Caps
- ✓ Holiday
- ✓ Pyjamas
- ✓ Bags
- ✓ Beach essentials
- ✓ Underwear

8th

International Cat Day



12th

International Youth Day

INTERNATIONAL YOUTH DAY

16th

Tell a Joke Day



21st-25th

Reading and Leeds Festivals

«READING LEEDS»

22nd-25th

Creamfields North Festival



26th

Summer Bank Holiday



26th

International Dog Day



September

Key selling and sector opportunities

- ✓ Knitwear
- ✓ Sweatpants
- ✓ Light jackets and gilets
- ✓ Hoodies
- ✓ Corporatewear

Early September

Back to school



5th

International Day of Charity



9th

Emergency Services Day



16th-22nd

UK Freshers' Week



22nd

Autumn equinox



27th

World Tourism Day



27th

Macmillan Coffee Morning

WORLD'S BIGGEST COFFEE MORNING



October

Key selling and sector opportunities

- ✓ Hi-visibility
- ✓ Gifting
- ✓ Headwear
- ✓ Jackets
- ✓ Baselayers

1st-31st

Breast Cancer Awareness Month



1st

International Coffee day



5th

World Teachers' Day



6th

Grandparents' Day



10th

World Mental Health Day



31st

Halloween



November

Key selling and sector opportunities

- ✓ Gifting
- ✓ Winter warmers
- ✓ Beanies
- ✓ Stocking fillers

1st

Movember begins



1st

World Vegan Day



5th

Bonfire Night



11th

Remembrance Day



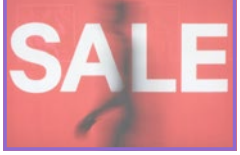
19th

International Men's Day



29th

Black Friday



30th

St. Andrew's Day



December

Key selling and sector opportunities

- ✓ Christmas season
- ✓ Loungewear
- ✓ Layers and knitwear
- ✓ Comfies

2nd

Cyber Monday



12th

Christmas Jumper Day



21st

Winter solstice



24th

Christmas Eve



25th

Christmas Day



26th

Boxing Day



31st

New Year's Eve

