Are you ready to

TRANSFORM

your store?

SPRINGFAIR
AUTUMNFAIR

SAVE THE HIGH STREET

Retail MAKEOVER MISSION

PLANNING YOUR YEARLY RETAIL CALENDAR TOOLKIT

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WHY YOU SHOULD PLAN SO FAR IN ADVANCE

Retail success rarely happens by chance — it is the result of clear foresight and preparation. Planning well ahead ensures that every element of your business, from stock management to staff readiness, works together seamlessly.

- **BETTER BUYING DECISIONS** Advance planning allows you to order stock that matches your promotional calendar. This ensures your marketing — whether through social media, email, or in-store messaging — is co-ordinated and consistent.
- **IMPACTFUL WINDOW DISPLAYS** Displays are most effective when they create anticipation before an event, rather than competing for attention once it is already underway.
- **CASH FLOW MANAGEMENT** By spreading investment strategically across the year, you avoid blowing your budget on one occasion. Planning enables you to use funds wisely and balance your spending over multiple sales opportunities.
- **STAFF PREPARATION** Giving your team adequate notice means they can be trained on upcoming themes and products. It also allows time for online content to be written, product pages updated, and barcodes entered into your system.
- **SUPPLIER RELATIONSHIPS** Ordering stock in advance strengthens relationships with suppliers and often secures you better deals. Popular items inevitably sell out, so forward planning reduces the risk of missing out.

WHY YOU SHOULD PLAN SO FAR IN ADVANCE

When planning, consider these core retail opportunities:

- **MAJOR HOLIDAYS**: Christmas, Easter, Valentine's Day, Mother's Day, Father's Day, Halloween.
- **SEASONAL TRANSITIONS**: Spring refresh, half terms, high summer, back-to-school, graduations, weddings, cosy autumn evenings.
- **LOCAL EVENTS**: Town festivals, school holidays, tourist seasons.
- **LOCAL RELIGIOUS FESTIVALS** Diwali, Eid, or other significant dates relevant to your customer base.
- **MEMORIES AND MOMENTS**: Birthdays, Anniversaries, New home, New baby.
- **CREATED OCCASIONS**: Friendship Day, Self-care Sunday, "Weekend Warriors".

Your Retail Calendar Template

STEP 1: MARK YOUR MUST-HIT DATES

BEGIN BY FILLING IN YOUR NON-NEGOTIABLES:

- **NATIONAL HOLIDAYS**
- **LOCAL EVENTS AND FESTIVALS**
- **SCHOOL HOLIDAYS**
- **YOUR PEAK SELLING PERIODS FROM LAST YEAR**
- **TOURIST SEASONS** (if relevant to your business)

STEP 2: ADD UNIVERSAL MOMENTS

FILL ANY GAPS WITH OPPORTUNITIES THAT RESONATE ACROSS THE YEAR:

- **MONTHLY BIRTHDAY THEMES**
- **SEASONAL TRANSITIONS**
- **WEATHER-RELATED NEEDS**
- **LIFE MILESTONE MOMENTS**

STEP 3: PLAN YOUR EXECUTION TIMELINE

WORK BACKWARDS FROM EACH EVENT:

- **8-12 WEEKS BEFORE:** PLACE STOCK ORDERS (for Christmas this may extend to 11 months — check your supplier lead times).
- **6-8 WEEKS BEFORE:** FINALISE YOUR MARKETING CAMPAIGN.
- **4-6 WEEKS BEFORE:** DEVELOP YOUR WINDOW DISPLAY CONCEPT.
- **2-3 WEEKS BEFORE:** INSTALL YOUR DISPLAY AND TRAIN STAFF.
- **1 WEEK BEFORE:** LAUNCH YOUR MARKETING PUSH ACROSS ALL CHANNELS.

Filling the Gaps: Universal Selling Moments

A strong retail calendar should never feel empty. Use these evergreen themes to keep customer interest high, particularly during quieter periods:

BIRTHDAY MONTH (Use during quieter spells)

- **WINDOW:** "ANOTHER YEAR OF LOVELY YOU"
- **FOCUS:** AGE-APPROPRIATE GIFTS AND CELEBRATION ACCESSORIES
- **MESSAGING:** MAKE THEIR DAY EXTRA SPECIAL

NEW HOME (Perfect for Spring/Summer)

- **WINDOW:** "HOME SWEET HOME"
- **FOCUS:** HOUSE WARMING GIFTS AND HOME DECOR
- **MESSAGING:** HELP THEM SETTLE IN WITH STYLE

WEEKEND WARRIORS (Fill mid-month lulls)

- **WINDOW:** "WEEKEND READY"
- **FOCUS:** HOBBY ESSENTIALS, LEISURE ITEMS, AND RELAXATION PRODUCTS
- **MESSAGING:** MAKE THE MOST OF YOUR TIME OFF

TREAT YOURSELF (Lift the January blues)

- **WINDOW:** "YOU DESERVE IT"
- **FOCUS:** SMALL LUXURIES AND SELF-CARE TREATS
- **MESSAGING:** BECAUSE A LITTLE INDULGENCE GOES A LONG WAY

Your Retail Calendar

JANUARY

New Year Sales - Clear old stock (from 26th Dec)
Drive cashflow, make space for new lines

WINDOW:
1–14 Jan: New Year, New You / Sale – planners, organisation, wellness, fitness
15 Jan onwards: Valentine's – subtle red/pink accents, avoid "Valentine's" wording

FORWARD PLANNING:
Prep for Mother's Day: review stock, note gaps for trade shows
Review Christmas data to guide next season's buys

FEBRUARY

Valentine's (14th)
Pancake Day: colourful, light-hearted tie-in
Half-term: children's products, travel games, pocket-money items

WINDOW

1–14 Feb: Love & Friendship – reds, pinks, romantic/friendship gifts, cards, chocolates, couples' items
15 Feb onwards: Mother's Day build-up

FORWARD PLANNING

Order Easter stock, prep Mother's Day campaign
Christmas buying already in progress
Begin Halloween planning if running theme

MARCH

Mother's Day (4th Sunday) – include step-mums, in-laws, grandmothers
Spring equinox themes
Early Easter prep

WINDOW

Mother's Day – floral, feminine, pampering/luxury touches (avoid over-buying Mother's Day-specific wording)

FORWARD PLANNING

Easter & spring window planning
Spring cleaning, garden accessories
Post-Mother's Day: refresh bestsellers, extend ranges, carry trade show inspiration into summer

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APRIL

Easter holidays
School break
Garden/outdoor season begins

WINDOW

Easter/Spring – pastels, optimism, picnics, outdoor fun

FORWARD PLANNING

Summer holiday and Father's Day planning
Continue Christmas strategy build

MAY

Bank holidays
Garden parties
Weddings
Outdoor entertaining

WINDOW

Early May: Living Outdoors (rotate paper products to prevent fading)

FORWARD PLANNING

Use sales data for top-ups
Explore extending strong ranges into autumn/winter
Ask reps/agents about forward collection plans

JUNE

Father's Day (3rd Sunday)
Graduation season
Peak weddings
Summer solstice

WINDOW

Early June: Father's Day (gifts, accessories, avoid Father's Day-specific wording)
Post Father's Day: graduations, weddings, high summer

FORWARD PLANNING

Prep summer holiday campaigns
Place back-to-school orders early
Focus new orders on autumn/winter

JULY

Summer holidays
Tourism
Outdoor events

WINDOW

Early July: Summer is Here / Summer Sale – bold colours, holiday themes, sales to clear stock

FORWARD PLANNING

Plan back-to-school campaign
Begin autumn stock orders
Keep Halloween & Christmas in view

AUGUST

Peak holidays
Back-to-school
Summer events

WINDOW

Mid-August: Changing Colours – shift to autumn tones, candles, socks, school/organisation themes

FORWARD PLANNING

Confirm Halloween stock
Refine autumn themes
Use sales data to guide visits to trade shows like Spring & Autumn Fair

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SEPTEMBER

Back-to-school/work
Autumn transition
Harvest

WINDOW

Early Sept: Cosy Times Ahead – earth tones, comfort, seasonal home accessories

FORWARD PLANNING

Begin Christmas window planning
Introduce subtle Halloween teasers

OCTOBER

Halloween
Half-term
Colder weather accessories

WINDOW

1 Oct: Spooky Fun – oranges, blacks, seasonal warmth, Halloween décor

FORWARD PLANNING

Christmas stock arriving – plan merchandising themes (robins, nutcrackers, colour palettes)

NOVEMBER

Bonfire Night
Black Friday
Early Christmas trade

WINDOW

Mid-Nov: Christmas Preview – gift ideas, luxury, party accessories

FORWARD PLANNING

Finalise Christmas prep
Order New Year diaries/calendars
Daily sales tracking & reorders
Liaise with suppliers on stock/delivery

DECEMBER

Christmas
Boxing Day
New Year's Eve

WINDOW

1 Dec: Christmas peak (refresh every 2 weeks)
26 Dec: Sales

FORWARD PLANNING

January sales: ID slow movers, margins, discounts
Schedule 2nd markdown mid-Jan
Begin Valentine's planning (bulk out with existing stock, order gap-fillers)
Watch supplier emails: early spring stock incoming

For more tools and resources, visit our Inside Retail hub at Spring & Autumn Fair, or register for a free ticket to any of our upcoming trade shows:

SPRINGFAIR.COM/INSIDE-RETAIL