

# Marketing Calendar 2025

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

## January

### Key selling opportunities

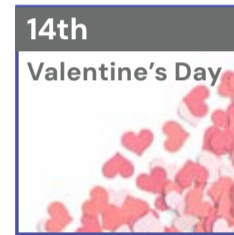
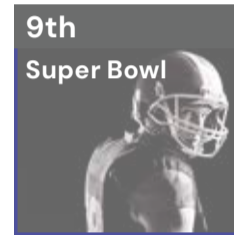
- ✓ Sales
- ✓ Clearance
- ✓ Bundle offers



## February

### Key selling opportunities

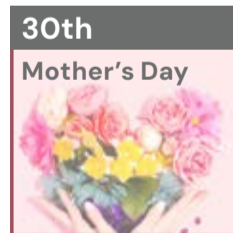
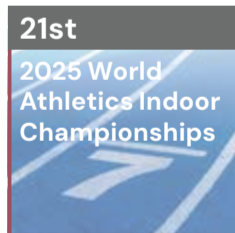
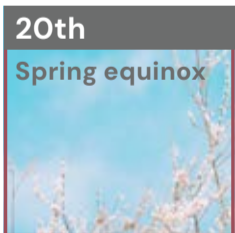
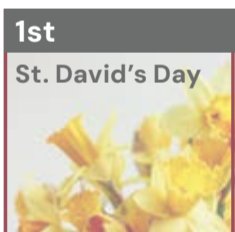
- ✓ Valentine's gifting
- ✓ Gifting



## March

### Key selling opportunities

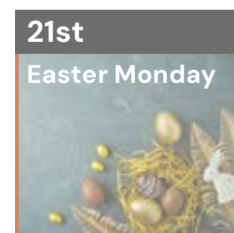
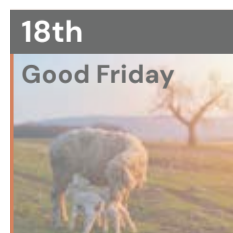
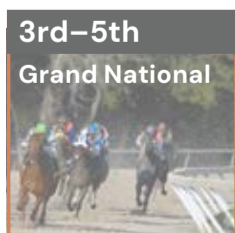
- ✓ Mother's Day gifting
- ✓ Easter favourites



## April

### Key selling opportunities

- ✓ Athleisurewear
- ✓ Gymwear

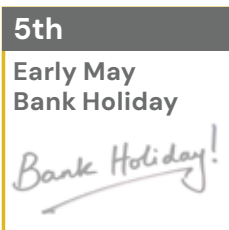


# May

## Key selling opportunities

- ✓ Summer warm-up
- ✓ Holiday essentials

**5th**  
Early May Bank Holiday  
*Bank Holiday!*



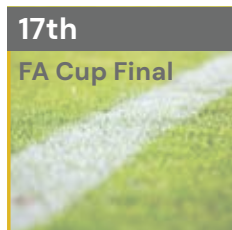
**13th**  
World Cocktail Day



**13th–17th**  
Eurovision Song Contest



**17th**  
FA Cup Final



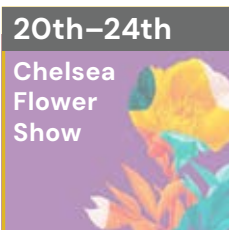
**18th**  
World Baking Day



**20th**  
World Bee Day



**20th–24th**  
Chelsea Flower Show



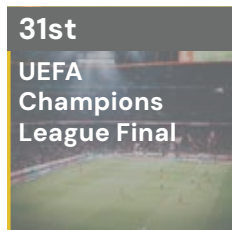
**26th**  
Spring Bank Holiday



**29th**  
National Biscuit Day



**31st**  
UEFA Champions League Final

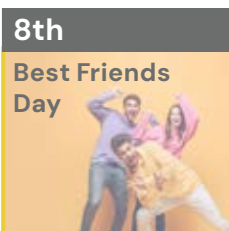


# June

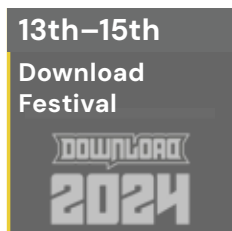
## Key selling opportunities

- ✓ Father's Day gifting
- ✓ Accessories
- ✓ Shorts, vests and tees

**8th**  
Best Friends Day



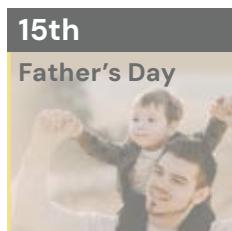
**13th–15th**  
Download Festival



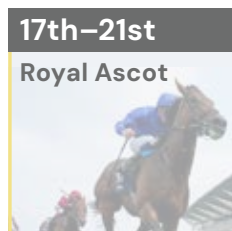
**14th**  
The King's Official Birthday



**15th**  
Father's Day



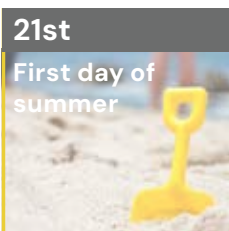
**17th–21st**  
Royal Ascot



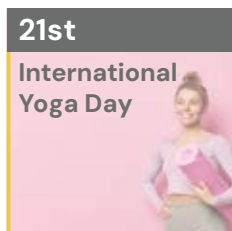
**18th**  
International Picnic Day



**21st**  
First day of summer



**21st**  
International Yoga Day



**25th–29th**  
Glastonbury Festival



**30th**  
Wimbledon begins

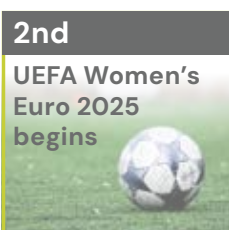


# July

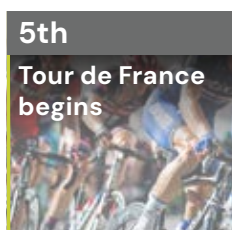
## Key selling opportunities

- ✓ Festival season
- ✓ Hats
- ✓ Tie-dye
- ✓ Bags

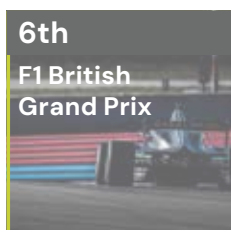
**2nd**  
UEFA Women's Euro 2025 begins



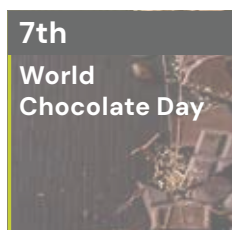
**5th**  
Tour de France begins



**6th**  
F1 British Grand Prix



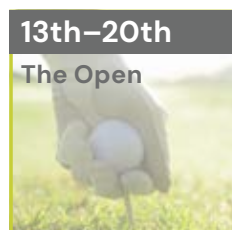
**7th**  
World Chocolate Day



**12th**  
Battle of the Boyne



**13th–20th**  
The Open



**30th**  
International Day of Friendship



# August

## Key selling opportunities

- ✓ Caps
- ✓ Bags
- ✓ Holiday
- ✓ Beach essentials

8th

International Cat Day



12th

International Youth Day

INTERNATIONAL YOUTH DAY

16th

Tell a Joke Day



21st–24th

Reading and Leeds Festivals

«READING LEEDS»

21st–24th

Creamfields North Festival



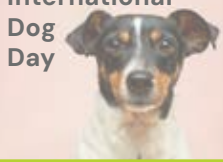
25th

Summer Bank Holiday



26th

International Dog Day



# September

## Key selling opportunities

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

Early September

Back to school



5th

International Day of Charity



9th

Emergency Services Day



Mid-September

UK Freshers' Week



22nd

Autumn equinox



26th

Macmillan Coffee Morning



27th

World Tourism Day



# October

## Key selling opportunities

- ✓ High-visibility
- ✓ Jackets
- ✓ Coats
- ✓ Baselayers

1st

International Coffee Day



1st–31st

Breast Cancer Awareness Month



5th

Grandparents' Day



5th

World Teachers' Day



10th

World Mental Health Day



31st

Halloween



# November

## Key selling opportunities

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

1st

November begins



1st

World Vegan Day



5th

Bonfire Night



11th

Remembrance Day



19th

International Men's Day



28th

Black Friday



30th

St. Andrew's Day



## Key selling opportunities

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

# December

1st

Cyber Monday



12th

Christmas Jumper Day



21st

Winter solstice



24th

Christmas Eve



25th

Christmas Day



26th

Boxing Day



31st

New Year's Eve

