



THE VOMELA
COMPANIES



RETAIL SEASONAL PLANNING CALENDAR

MONTH	HOLIDAY/GUIDE	SET GUIDE	PLANNING GUIDE	WEEKS
Jan	<ul style="list-style-type: none"> New Year's Day MLK Day Chinese New Year 	<ul style="list-style-type: none"> Winter Clearance Season Super Bowl Valentine's Day Heart Health Month 	<ul style="list-style-type: none"> Mother's Day Graduation Father's Day Memorial Day Cinco De Mayo 	1-5
Feb	<ul style="list-style-type: none"> Groundhog Day Valentine's Day President's Day Washington's Birthday Heart Health Month 	<ul style="list-style-type: none"> Winter Clearance Super Bowl Valentine's Day Easter Beachwear Floor Sets Spring Season Reset 	<ul style="list-style-type: none"> Summer Season Back to School 	5-9
Mar	<ul style="list-style-type: none"> Mardi Gras St. Patrick's Day 	<ul style="list-style-type: none"> Spring Season Easter March Madness 	<ul style="list-style-type: none"> July 4th/Independence Day Spring/Summer Clearance 	9-13
Apr	<ul style="list-style-type: none"> Easter 	<ul style="list-style-type: none"> Spring Season Mother's Day Graduation 		14-18
May	<ul style="list-style-type: none"> Cinco de Mayo Mother's Day Armed Forces Day Memorial Day 	<ul style="list-style-type: none"> Summer Season Mother's Day Graduation Father's Day Memorial Day Cinco De Mayo Indy 500 	<ul style="list-style-type: none"> Fall/Halloween Labor Day Holiday Planning Back to School Season 	19-22



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Jun	Father's Day	Summer Season Father's Day July 4th/Independence Day Spring/Summer Clearance Floor Set	Thanksgiving Holiday/Seasonal	23-26
Jul	Independence Day	Back to School Season Spring/Summer Clearance July 4th/Independence Day	Breast Cancer Awareness Holiday End of the Year Clearance New Year	27-30
Aug		Back to School Season Spring/Summer Clearance Football Season Fall Seasonal Planograms Coat/Halloween Floor Sets		31-35
Sep	Labor Day Patriot Day	Back to School Season Fall/Halloween Football Season Labor Day	Veteran's Day	36-40
Oct	Columbus Day Boss's Day Sweetest Day Halloween	Fall/Halloween Football Season Thanksgiving Breast Cancer Awareness Holiday Trim-A-Home		41-44
Nov	Veteran's Day Thanksgiving Black Friday	Thanksgiving Holiday Season Veteran's Day	Valentine's Day Super Bowl Winter Clearance	44-47
Dec	Cyber Monday Christmas Day Kwanzaa New Year's Day	Holiday Season End of the Year Clearance New Year Winter Clearance Floor Sets	Spring Season Easter Mother's Day Graduation	49-52