

National Retail Federation—www.nrf.com
Seasonal Shopping Guide

January:

Great time to purchase end-of-season Fall merchandise, also usually great buys on home merchandise from linens and cookware to furniture. Swimwear shows up in the stores for those going away on vacation.

February:

The 10-day Valentines period creates an environment that is great for buying jewelry, fragrances for men and women as well as other gift categories.

March:

By now the spring and summer assortments are in full swing. Shorts, tees, and sandals for the whole family are widely available and the assortment is at their peak. It's also a time when a lot of brides have register for their summer weddings so you can take advantage of special sales to buy those wedding gifts in advance.

April:

Spring fashions begin the markdown cycle. An important time if you wear a size that is hard to fit or not as common. Make your purchases while the sizes are still available.

May:

People are shopping to fulfill vacation needs. Look for special values in athletic apparel and athletic shoes. Mother's Day presents lots of opportunities for special offers on gifts for mom.

June and July:

Father's Day, graduations and 4th of July promotions create great offerings for purchases on home décor, apparel and many other types of gifts. Also you see the beginning of sales and clearance promotions that will carry through July.

August:

Back-to-school highlights the retail landscape with everything you need to go back to school with class! Also, Fall assortments are hitting the store for a first look at what's new for the upcoming season.

September and October:

Great time to get great offers on cold weather items: coats, gloves and scarves hit the stores and are featured in ads. Also, the holiday decorations begin to show up in stores so you can be sure to be as ready as the stores are for the holidays. Shop early to find the most unique and collectable decoration.

November:

Gift ideas for the season are in the stores waiting for shoppers to discover them. Thanksgiving week is a great week to hit the stores. Many of the after-Thanksgiving sales are set prior to the holiday so you can shop early, save and beat the crowds.

December:

Shopping for gifts in December has never been easier. Every store has a plethora of gift items for the entire family in both apparel and hard goods. This is a great month to find competitive regular prices as well as sale prices. The week after the Christmas holiday has grown every year as a key week to find great clearance on holiday items in apparel and home décor stores. This last week in December is also a great week for gift card receivers to head out for a personal shopping spree where bargains are plentiful.