

VISUAL MERCHANDISING TIMELINE

January - Vaganuary / Dry January

SALES

1st New Year's Day - goals, plans, new year resolutions.

16th Blue Monday. Labeled the "most depressing day of the year" – bring some positivity.

22nd Chinese New Year. Year of the Rabbit A 15-day festival, try some sales with a Chinese or oriental theme.

25th Burns Night. Scottish theme display for a few days before.

May

Wedding season starts, promote, gifts, hen party accessories, wedding outfits, planners.

Weather is improving start promoting outdoor activities, cycling, picnics, holidays.

March

3rd World Book Day. Got anything connected to reading, writing or literature?

8th International Women's Day.

17th St Patrick's Day. Yes, go green for the day.

19th UK Mother's Day. Should be a huge couple weeks leading up to this date if your products work well as gifts, experiences for Mums.

23rd Ramadam

February

April

June

January

March

May

February

14th Valentine's Day. Opportunities for a couple of weeks leading up to this date if your products work well as gifts.

18th - 22nd Fashion Week

25th Shrove Tuesday - Pancakes, recipies, fillings, equipment

April

1st April Fool's Day. A great opportunity to pull off a publicity getting and highly shareable stunt.

7th - 10th Easter Weekend. Promote any related items a couple of weeks prior, grab their attention to make the most of the 4 day holiday.

23rd London Marathon. Opportunity to do something related to health / fitness if your brand aligns well with this.

June

1st Start of Summer Season. People will start feeling summery and thinking about vacations – how can you capitalize?

5th World Environment Day. Another opportunity to shout about your green practices, and perhaps raise money for an environmental charity.

23rd Father's Day. Start thinking about this day a few weeks before if you sell anything that works well as a gift for men.



Holiday themes - Christmas, Valentine's Day or Halloween display. Capture the attention of passers by, with your windows and inspire with themed areas in store.

Anniversaries and milestones - Celebrate your own positive news, for example your 10th anniversary. The growing support for local retail means people are passionate about the success of local business and want to celebrate with you. Whatever the milestone, use it as a reason to spice up your visual merchandising.

