



2017-2018 Fashion Calendar for the
Women's Contemporary Market

2017	January	February	March	April	May	June	July	August	September	October	November	December
	Spring 2017	Spring 2017	Spring 2017	Spring 2017	Spring 2017	Spring 2017	Spring 2017	Fall 2018	Fall 2018	Fall 2018	Fall 2018	Fall 2018
	Finish Production for Spring 2017	Begin first shipments for Spring (You may still finalize some Spring/Summer Production)	3/15 is the prime Spring ship date for women's contemporary majority of your shipments go out.	Continue to ship Spring	Ship Summer Collection	Ship Summer Collection	Stores start SALES Clearance to get ready for Fall Shipments	Source Fall 2018 Fabrics	Drape and Design Fall 2018 Designs	Finish Muslins and edit Fall 2018 collection	Finish Fall and Holiday Salesman Samples	Prepare for Fall and Holiday Photo Shoots
	Finalize any "Immediates" orders for Spring.	Online sales - update first looks from Spring Collection	Spring Trunk Shows and Events Increase	Online Sales - All Spring Pieces go up begin Summer Teasers	Online Sales - Summer Collection goes up	Check in with all of your stores to get a sense of sell through	Check in with all of your stores to get a sense of sell through			Work on Costing, make any changes to fabric etc.	Fabric and Notions in for Fall Holiday Samples	Finalize cost for Fall Holiday 2018 garments
	Begin separating and organizing shipments based on delivery dates for Spring.	Increase Spring Direct Sales Marketing Efforts		Continue Spring Trunk Shows and Events	Continue Spring Trunk Shows - Chicago Indie Designer Market Starts the last weekend of May	Summer direct sales events	Summer direct sales events	Summer direct sales events				Fall Holiday Photo Shoot either at the end of December or the beginning of January
	Fall 2017	Fall 2017	Fall 2017	Fall 2017	Fall 2017	Fall 2017	Fall 2017	Fall 2017	Fall 2017	Fall 2017	Holiday 2017	Holiday 2017
	Finalize lookbooks and line sheets for Fall.	NYC Fashion Week NYC Fall Market typically 2nd-3rd week of Feb.	LA Fashion Week LA Fall Market typically 2nd-3rd week of March	April 15th Fall 2017 ORDERS CLOSE (based on your production)	Produce Fall in order of delivery dates	Begin separating and organizing shipments based on delivery dates for Fall.	Fall II Holiday Production	Begin Fall Shipments Close Holiday Shipments and Order any additional Holiday Fabric	9/15 is the prime Fall ship date for women's contemporary majority of your shipments go out.	Fall II 2017 Ships	Holiday 2017 Ships	Continue to ship Holiday
	Begin making cold calls, sending out press kits, buyers packets including lookbooks and line sheets, setting up appointments for Fall Market.	European Fashion Weeks and Markets overlap into March	Begin Grading and Double Checking Fit. Begin to estimate production markers to prepare for fabric orders.	Finalize Fall Production, Cut Tickets, Markers	NYC Fall II Holiday Market	LA Fall II/Holiday Market	Online Sales - Start Fall and Back to School Teasers	Holiday/Resort LA Market	NYC Fashion Week, NYC Spring Market typically 2nd-3rd week of September.	Online Sales - Holiday Collection Goes Up Fall direct sales events	Online Sales - Focus on Gifts and Special Promos	Online Sales - Focus on Gifts and Special Promos
	Confirm costing on each garment for Fall collection.	Begin making road trips Strong Fall Sales Efforts	Keep pushing for orders remind stores orders close in April	Order all Fall Fabrics			Fall 2017 Special Order Trunk Shows	Fall Holiday 2017 Special Order Trunk Shows	Online Sales - Fall Collection goes up	FASHION FOCUS CHICAGO TBD, LA Spring Market, Date TBD, Modern Vintage Chicago	Fall/Holiday Events and Trunk shows	Holiday Events and Trunk shows
	Spring 2018	Spring 2018	Spring 2018	Spring 2018	Spring 2018	Spring 2018	Spring 2018	Spring 2018	Spring 2018	Spring 2018	Spring 2018	Spring 2018
			Source Spring 2018 Fabrics	Drape and Design Spring 2018 Designs	Finish Muslins and edit Spring 2018 collection	Finish Spring/Summer Salesman Samples	Prepare for Spring/Summer Photo Shoots	Finalize lookbooks and line sheets for Spring.	European Fashion Weeks and Markets overlap into October	Begin Grading and Double Checking Fit.	November 15th Spring ORDERS CLOSE (based on your production)	Produce Spring 2018 in order of delivery dates
								Cold calls, send out press kits, buyers packets, set up appointments for Spring Market.	Begin making road trips Strong Spring Sales Efforts	Begin to estimate production markers to prepare for fabric orders.	Finalize Spring Production, Cut Tickets, Markers	
								Confirm costing on each garment for Spring collection.		Keep pushing for orders remind stores that Spring closes Nov. 15th	Order all Spring Fabrics	