

MARKETING ACTIVITY 2021

WEST END ACTIVITY CALENDAR

	April	May	June	July	August	September	October	November	December	January	February	March
Oxford Street	Reopening Campaign audio and social focus					September Showcase		Christmas Lights – first week in November				
Bond Street & Mayfair	Reopening Campaign Bond Street in Bloom with National Trust		Explore Series Mayfair sculpture trail with Mayfair Art Weekend (25-27 June)			Art in Mayfair with Royal Academy of Arts	Bond Street Brilliant Breakfast – Women Supporting Women with Prince's Trust	Christmas Lights 18 November				
Regent Street*								Christmas Lights				
West End Wide			Underbelly Cavendish Square									
						West End Live (date tbc)	Inside Out Festival					
Digital	Campaign takeover							Campaign takeover		Campaign takeover		
	Easter	Eid al-Fitr Spring Fashion Edit Half Term	World Environment Day Father's Day London Climate Action Week Summer Fashion Edit	Plastic-free month Tokyo Olympics Holiday Fashion Edit Earth Overshoot Day	Staycation Edit Days out Tokyo Paralympics School Summer Holidays	Pride in London Parade London Fashion Week New Season Collections Edit Inside Out Festival	Halloween World Mental Health Day International Day of Climate Change Frieze Art Fair School Autumn Half Term	Remembrance Day Singles Day Black Friday Festive Fashion Edit	Christmas Boxing Day Sales	New year - wellness	Chinese New Year Valentine's Day London Fashion Week New Season Collections Edit	International Women's Day Mother's Day Earth Hour

*delivered by The Crown Estate