

Marketing Calendar

2023 / 24		April	May	June	July	August	September	October	November	December	January	February	March	
Season		Spring			Summer			Autumn			Winter		Spring	
Campaigns	West End		King's Coronation					LFW		Christmas		New Year		
	Oxford Street		Get Your Royal On		Pride			Beyond Now						
	Bond Street		A Right Royal History		Art in Mayfair			Fashion Seen - LFW						
	Digital	Spring	Coronation takeover		Royal Ascot	Pride takeover		LFW takeover		Christmas takeover		Wellness / Back to work takeover		
Key shopping themes/ moments		Spring collections			Festival dressing Going to the Races		Summer sales		Back to school	Winter dressing			Dry January Veganuary Health & Fitness	
Holidays		Easter	Bank holidays Coronation Half Term		Father's Day Eid al-Adha	School summer holidays		Bank holiday		Half term Halloween Golden Week	Diwali Night Singles Day Thanksgiving Black Friday Cyber Monday	Christmas New Year's Eve	New Year's Day Valentine's Day Pancake Day Chinese New Year Half term	Mother's Day Ramadan
Important dates		World Health Day Earth Day			World Oceans Day						Remembrance Day		Black History Month LGBT History Month	Women's History Month IWD

