

2021-22 KEY RETAIL DATES

JULY'21

Christmas in July

- 8th-11th** Christmas in July
- 12th** State of Origin Grand Final
- 12-13th** Amazon Prime Day
- 17th** Emoji Day

AUGUST'21

Spring Sales

- 20th** Afterpay Day

SEPTEMBER'21

Spring Wedding Season, Spring Ratching, Music Festival Season Begins

- 5th** Father's Day
- 9th** RUOK Day
- 17th** London Fashion Week
- 25th** AFL Grand Final

OCTOBER'21

Christmas begins - in stores

- 3rd** NRL Grand Final
- 4st** Labour Day
- 31st** Halloween

NOVEMBER'21

Start of November Campaign

- 2nd** Melbourne Cup
- 11th** Singles Day
- 13th** Click Frenzy
- 26rd** Black Friday
- 29th** Cyber Monday

DECEMBER'21

Summer Starts

- 13th** Green Monday
- 15th** Free Shipping Day
- 24th** Christmas Eve
- 25th** Christmas Day
- 26th** Boxing Day
- 31st** New Year's Eve

JANUARY'22

Summer Sales, Back to School Sales, New Year's Resolution Campaigns

- 3rd** New Year's Day
- 15th** Back to School Sales
- 26th** Australia Day

FEBRUARY'22

- 1st** Chinese New Year
- 4th - 20th** Winter Olympics
- 14th** Valentine's Day

MARCH'22

Autumn Wedding Season

- 1st** Mardi Gras
- 15th** World Consumer Rights Day
- 17th** St. Patrick's Day
- 24th** Cash Mob Day

APRIL'22

- 15th** Good Friday
- 17th** Easter Sunday
- 22nd** Earth Day
- 25th** Anzac Day

MAY'22

- 5th** Cinco de Mayo
- 8th** Mother's Day
- 11th-15th** Mercedes Benz Fashion Week (iba)

JUNE'22

Ski Season

- 13th** Queen's Birthday
- 20th** Winter Sales
- 21th** National Selfie Day
- 30th** End of the Financial Year Stocktake Sales



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DIGITAL

Contact your account manager to find out how we can maximise these dates for your brand online