MoonDesk Media

FREE RESOURCE · FISCAL 2027

2027 4-5-4 Retail Calendar

NRF fiscal 2027 for DTC brands, with marketing dates by fiscal week.

STARTS	ENDS	LENGTH	NEXT 53-WEEK YEAR
Sun, Jan 31, 2027	Sat, Jan 29, 2028	52 weeks	Fiscal 2028

Inside: the year at a glance · 25 marketing dates by fiscal week · fiscal months · how to plan paid media around it

moondeskmedia.com/resources/retail-calendar-2027

THE 4-5-4 CALENDAR, WEEK BY WEEK

Fiscal 2027 at a glance

MoonDesk Media

Four quarters, three months each: 4, 5 and 4 weeks. Every month starts on a Sunday.

■ Selling moment ☐ Other key date

Q1 Spring · Jan 31 to May 1

February
4 wks · Jan 31 to Feb 27

1	2	3	4

NYFW · Valentine's Day · Presidents' Day · LFW · MFW

March
5 wks · Feb 28 to Apr 3

5	6	7	8	9

PFW · Easter

April
4 wks · Apr 4 to May 1

10	11	12	13

No marked dates

Q2 Spring · May 2 to Jul 31

May
4 wks · May 2 to May 29

14	15	16	17

Mother's Day

June
5 wks · May 30 to Jul 3

18	19	20	21	22

Memorial Day · Juneteenth · Father's Day

July
4 wks · Jul 4 to Jul 31

23	24	25	26

Independence Day

Q3 Fall · Aug 1 to Oct 30

August
4 wks · Aug 1 to Aug 28

27	28	29	30

No marked dates

September
5 wks · Aug 29 to Oct 2

31	32	33	34	35

Labor Day · MFW · PFW

October
4 wks · Oct 3 to Oct 30

36	37	38	39

Columbus Day

Q4 Fall · Oct 31 to Jan 29

November
4 wks · Oct 31 to Nov 27

40	41	42	43

Halloween · Veterans Day · Thanksgiving · Black Friday

December
5 wks · Nov 28 to Jan 1

44	45	46	47	48

Cyber Monday · Hanukkah · Christmas · New Year's Day

January
4 wks · Jan 2 to Jan 29

49	50	51	52

MLK Day

Fiscal dates: National Retail Federation, 4-5-4 Calendar. Marketing dates: OPM, U.S. Code, CFDA, BFC, Camera Moda, FHCM, Hebcal. Checked Nov 16, 2026.

ANNOUNCED 2027 DATES ONLY

Marketing dates 2027 by fiscal week

MoonDesk Media

Moment	Date	Fiscal week	Fiscal month	Start testing	Load winners by
New York Fashion Week (Fall/Winter 2027)	Wed, Feb 10 to Feb 16	2 to 3	February		
Valentine's Day	Sun, Feb 14	3	February	Sun, Jan 3	Sun, Feb 7
Presidents' Day (Washington's Birthday)	Mon, Feb 15	3	February	Sun, Jan 3	Sun, Feb 7
London Fashion Week	Thu, Feb 18 to Feb 22	3 to 4	February		
Milan Fashion Week (Women's Fall/Winter 2027/28)	Tue, Feb 23 to Mar 1	4 to 5	February		
Paris Fashion Week (Womenswear Fall/Winter 2027/28)	Mon, Mar 1 to Mar 9	5 to 6	March		
Easter	Sun, Mar 28	9	March		
Mother's Day	Sun, May 9	15	May	Sun, Mar 28	Sun, May 2
Memorial Day	Mon, May 31	18	June	Sun, Apr 18	Sun, May 23
Juneteenth	Sat, Jun 19	20	June		
Father's Day	Sun, Jun 20	21	June	Sun, May 9	Sun, Jun 13
Independence Day	Sun, Jul 4	23	July	Sun, May 23	Sun, Jun 27
Labor Day	Mon, Sep 6	32	September	Sun, Jul 25	Sun, Aug 29
Milan Fashion Week (Women's Spring/Summer 2028)	Tue, Sep 21 to Sep 27	34 to 35	September		
Paris Fashion Week (Womenswear Spring/Summer 2028)	Mon, Sep 27 to Oct 5	35 to 36	September		
Columbus Day	Mon, Oct 11	37	October		
Halloween	Sun, Oct 31	40	November		
Veterans Day	Thu, Nov 11	41	November		
Thanksgiving	Thu, Nov 25	43	November		
Black Friday	Fri, Nov 26	43	November	Sun, Oct 10	Sun, Nov 14
Cyber Monday	Mon, Nov 29	44	December	Sun, Oct 17	Sun, Nov 21
Hanukkah	Fri, Dec 24 to Jan 1	47 to 48	December	Sun, Nov 7	Sun, Dec 12
Christmas	Sat, Dec 25	47	December	Sun, Nov 7	Sun, Dec 12
New Year's Day	Sat, Jan 1	48	December		
Martin Luther King Jr. Day	Mon, Jan 17	51	January		

Pink rows are selling moments. "Start testing" is six fiscal weeks before the moment's week and "Load winners by" is one week before: the default rhythm MoonDesk uses. Not listed until the 2027 dates are announced: Amazon Prime Day and Prime Big Deal Days, USPS, UPS and FedEx holiday shipping deadlines, and the September 2027 New York and London fashion weeks.

FISCAL 2027 MONTHS

Fiscal months and how to plan around them

MoonDesk Media

Quarter	Month	Weeks	Fiscal weeks	Starts	Ends	NRF sales release
Q1	February	4	1 to 4	Sun, Jan 31, 2027	Sat, Feb 27, 2027	Thu, Mar 4
Q1	**March**	5	5 to 9	Sun, Feb 28, 2027	Sat, Apr 3, 2027	Thu, Apr 8
Q1	April	4	10 to 13	Sun, Apr 4, 2027	Sat, May 1, 2027	Thu, May 6
Q2	May	4	14 to 17	Sun, May 2, 2027	Sat, May 29, 2027	Thu, Jun 3
Q2	**June**	5	18 to 22	Sun, May 30, 2027	Sat, Jul 3, 2027	Thu, Jul 8
Q2	July	4	23 to 26	Sun, Jul 4, 2027	Sat, Jul 31, 2027	Thu, Aug 5
Q3	August	4	27 to 30	Sun, Aug 1, 2027	Sat, Aug 28, 2027	Thu, Sep 2
Q3	**September**	5	31 to 35	Sun, Aug 29, 2027	Sat, Oct 2, 2027	Thu, Oct 7
Q3	October	4	36 to 39	Sun, Oct 3, 2027	Sat, Oct 30, 2027	Thu, Nov 4
Q4	November	4	40 to 43	Sun, Oct 31, 2027	Sat, Nov 27, 2027	Thu, Dec 2
Q4	**December**	5	44 to 48	Sun, Nov 28, 2027	Sat, Jan 1, 2028	Thu, Jan 6
Q4	January	4	49 to 52	Sun, Jan 2, 2028	Sat, Jan 29, 2028	Thu, Feb 3

Shaded rows have 5 weeks. The sales release is the first Thursday after the month closes.

How DTC brands plan paid media around it

01. Map your moments

Pick the 6 to 8 moments that sell for your brand and mark their fiscal weeks. Every other week is a normal week.

02. Test six weeks out

Start new persona × angle concepts six weeks before each moment, so the winners are known before the peak.

03. Load winners a week before

On Meta, adding a new ad restarts learning. Put the winning ads live the week before, not on the day.

04. Read by week, after returns

Compare each fiscal week with the same week last year, on revenue after returns.

WORK WITH MOONDESK

Want 2027 planned and run for you?

MoonDesk plans, creates and manages Meta, TikTok, Pinterest, Google and Amazon ads for DTC brands. We map your selling moments to this calendar, build the persona × angle tests six weeks out and run the ads.

BOOK A STRATEGY SESSION WITH HUGO

45 minutes · moondeskmedia.com/contact

Fiscal dates: National Retail Federation, 4-5-4 Calendar. Marketing dates: OPM, U.S. Code, CFDA, BFC, Camera Moda, FHCM, Hebcal. Checked Nov 16, 2026.