

Fashion Design Calendar Example @ Sew n Design .com.au

Example runs over two years						
COMPANY NAME	B2C (Business to Customer)		B2B (Business to Business)		PRODUCTION STOPS for HOLIDAYS	GENERAL MAIN DATES
AUSTRALIA / NZ	AUTUMN / WINTER	SPRING / SUMMER	AUTUMN / WINTER	SPRING / SUMMER		
PEAK SEASON	Year					
January		S/S Design starts			New Year Holidays	Jan 1st - Jan 5th
February		Technical packs & Sourcing supplies happens along side each other			Chinese Lunar New Year	Close from 2 to 4 weeks
March		Sampling & adaption				
April			A/W Design starts			
May		Production starts	Technical packs & Sourcing supplies happens along side each other			
June	A/W Design starts		Sampling, prototyping & adaption			
July	Technical packs & Sourcing supplies happens along side each other		Product shoot & Catalog development			
August	Sampling & adaption	Product reaches you for photos shoots and marketing etc	Organising orders from Shops/Buyers			
September		Products reach online stores / sales				
October	Production starts	Sales continue				
November				S/S Design starts	Diwali / Divali	Early November
December				Technical packs & Sourcing supplies happens along side each other	Christmas	20th Dec - Jan 5th
January			Product reaches you for photos shoots and marketing etc	Sampling, prototyping & adaption	New Year Holidays	Jan 1st - Jan 5th
February			Products reach stores / sales	Product shoot & Catalog development	Chinese Lunar New Year	Close from 2 to 4 weeks
March	Product reaches you for photos shoots and marketing etc		Sales continue	Organising orders from Shops/Buyers		
April	Products reach online stores / sales					
May	Sales continue			Production starts		
June						
July				Production finishes		
August				Product to stores & sales		
September				Sales continue		
October						
November					Diwali / Divali	Early November
December					Christmas	20th Dec - Jan 5th