

STYLIST PREP CALENDAR 2024

FASHION WEEKS

EUROPE

NORTH AMERICA

ASIA

AFRICA

SOUTH AMERICA

OCEANIA

BUSINESS PREP

MAGAZINE LEAD TIMES

MONTHLIES

BIANNUALS

PRESS DAYS

SAMPLE SALES

EVENTS

RETAIL LEAD TIMES

SPRING /SUMMER

AUTUMN / WINTER

AWARDS

MUSIC

FILM

ART EXHIBITIONS

WORLDWIDE

INTERNATIONAL

AWARENESS MONTH

NATIONAL DAYS



MARCH 2024

F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
NORTHERN HEMISPHERE - WINTER - DECEMBER TO MARCH												FASHION SEASON - AUTUMN / WINTER 24/25 - JANUARY TO MAY																		
SOUTHERN HEMISPHERE - SUMMER - DECEMBER TO MARCH												FASHION SEASON - SPRING 25 - JANUARY TO MAY																		
PARIS FASHION WEEK - 25TH FEB TO 5TH MARCH												LA FASHION WEEK																		
INTERNATIONAL BRIDAL SHOW																														
MELBOURNE FASHION FESTIVAL 24th Feb - 9th Mar												FASHION WEEK EL PASEO																		
RAKUTEN FASHION WEEK																														
GO-SEES				GO-SEES				GO-SEES				GO-SEES				GO-SEES														
PREP FOR JULY 2024 ISSUE																														
PREP FOR BIENNIAL A/W STARTS																														
APRIL EDITORIAL OUT																														
												A/W PRESS DAYS NY, LDN, MILAN, PARIS																		
												S/S SAMPLE SALES START (PRESS)																		
SPRING / SUMMER (SPRING 1) DROPS RETAIL						SPRING / SUMMER II DROPS RETAIL						SPRING / SUMMER II DROPS RETAIL																		
A/W SALES 2023/24																														
THE BRITS				THE OSCARS				NAACP IMAGE AWARDS																						
OFT AWARDS																														
THE WORK OF ART: THE FEDERAL ART PROJECT, 1935-43 - USA - FROM AUG '24 UNTIL FEB '25																														
KEITH SONNIER - USA - FROM NOV '24																														
HARMONY AND DISSONANCE: ORPHISM IN PARIS, 1910-30 - USA - NOV '24 UNTIL MAR '25																														
ARTE POVERA - BOURSE DE COMMERCE - PINAULT COLLECTION - FR - SEP '24 UNTIL MAR '25																														
VANESSA BELL: A PIONEER OF MODERN ART - UK - FROM MAY '24 UNTIL OCT '24																														
I.M. PEI: LIFE IS ARCHITECTURE M+ MUSEUM - HK - JUNE '24 UNTIL JAN '25																														
BARBIE - UK FROM JULY '24 UNTIL FEB '25																														
NATIONAL CAFFEINE AWARENESS MONTH																														
NATIONAL NUTRITION MONTH																														
NATIONAL KIDNEY MONTH																														
WOMEN'S HISTORY MONTH																														
OVARIAN CANCER AWARENESS MONTH																														
EATING DISORDER WEEK				NUTRITION & HYDRATION WK				DAYLIGHT SAVINGS +1HR USA				DAYLIGHT SAVINGS +1HR UK/EU																		
INTERNATIONAL WOMEN'S DAY																														
WORLD BOOK DAY																														
ST PATRICK'S DAY																														
INTERNATIONAL DAY OF HAPPINESS																														
FIRST DAY METEOROLOGICAL SPRING																														
WORLD SLEEP DAY																														
												GOOD FRIDAY																		
												EASTER SUNDAY																		
F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

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APRIL 2024

M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
NORTHERN HEMISPHERE - SPRING - MARCH TO JUNE																														
FASHION SEASON - AUTUMN / WINTER 24/25 - JANUARY TO MAY																														
SOUTHERN HEMISPHERE - AUTUMN - MARCH TO JUNE																														
FASHION SEASON - SPRING 25 - JANUARY TO MAY																														
The Bridal Collections NY																					TOKYO FASHION WEEK									
											MANHATTAN VINTAGE SHOW																			
											GUATEMALA FW																			
															HONG KONG FASHION WEEK															
															BARCELONA BRIDAL FASHION WEEK															
CAMPAIGN SHOOT SEASON											CAMPAIGN SHOOT SEASON											CAMPAIGN SHOOT SEASON								
PREP FOR AUGUST & SEPTEMBER ISSUES																														
MAY EDITORIALS OUT																														
															PRE-FALL STARTS TO GET DELIVERED TO STORES															
PRESS DAYS - (RTW) NEW YORK, LONDON, MILAN, PARIS A/W24/25																														
PRESS DAYS - HIGH STREET AUTUMN / WINTER																														
S/S SAMPLE SALES PRESS											S/S SAMPLE SALES PRESS											S/S SAMPLE SALES PRESS								
														OLIVIA AWARDS																
KUNSTSILO MUSEUM - NO - OPENING MAY 2024																														
GRAND EGYPTIAN MUSEUM - EG - OPENING MAY 2024																														
PERTH MUSEUM - UK - OPENING APRIL 2024																														
YOKO ONO: MUSIC OF THE MIND - UK - UNTIL SEPT '24																														
I.M. PEI: LIFE IS ARCHITECTURE - HK - FROM JUNE '24 UNTIL JAN '25																														
BOWEL CANCER AWARENESS MONTH																														
STRESS AWARENESS MONTH																														
NATIONAL POETRY MONTH																														
NATIONAL PET MONTH																														
INTERNATIONAL CESAREAN AWARENESS MONTH																														
WORLD AUTISM WEEK																					EARTH DAY									
APRIL FOOLS DAY																	WORLD HEALTH DAY													
																						MS AWARENESS WEEK								
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31



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MAY 2024

W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
NORTHERN HEMISPHERE - SPRING - MARCH TO JUNE												FASHION SEASON - CRUISE - MAY-JUNE																		
SOUTHERN HEMISPHERE - AUTUMN - MARCH TO JUNE												FASHION SEASON - SPRING 25 - JANUARY TO MAY																		
CRUISE COLLECTIONS 2025						CRUISE COLLECTIONS 2025						CRUISE COLLECTIONS 2025																		
CAMPAIGN SHOOT SEASON												CAMPAIGN SHOOT SEASON						CAMPAIGN SHOOT SEASON												
PREP FOR SEPTEMBER ISSUE																														
JUNE EDITORIAL ISSUES OUT																														
AUTUMN / WINTER PRESS DAYS HIGH STREET															S/S SAMPLE SALES (PRESS)															
MET GALA																														
PRE-FALL DELIVERED TO STORES															PRE-FALL DELIVERED TO STORES															
GLAAD AWARDS															ACM AWARDS															
CANNES FILM FESTIVAL																														
TO BREATHE - KIMSOOJA - UNTIL OCT 24 - FR															FABIAN RAMÍREZ: FIRING OF THE IDOLS - UNTIL 18TH MAY - UK															
ALVARO BARRINGTON - FROM 29TH MAY UNTIL JAN '25 - UK															ARTHUR JAJA: BLACK POWER TOOL AND DIE TRYNIG - UNTIL JUNE '24 - USA															
JANETTE BECKMAN REBELS - FROM MAY 10TH - SEPT '24 - NL																														
MENTAL HEALTH MONTH (USA)															NATIONAL WALKING MONTH															
ACTION OF STROKE MONTH															NATIONAL MEDITATION MONTH															
SKIN CANCER DETECTION & PREVENTION MONTH																														
MAY DAY - UK			CINCO DE MAYO DAY			WORLD ASTHMA DAY						WORLD RED CROSS DAY						EUROPE DAY												
MENTAL HEALTH AWARENESS WEEK - UK												MEMORIAL DAY USA						NATIONAL SIBLING DAY EU												
W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

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