



fashion brain academy
helping you start, fix and grow your business

This is an example of typical Selling and Shipping dates for Womenswear. Please don't think that emerging designers should ship all these deliveries! You do NOT need to ship 7 deliveries per year, this is just an example of the typical Fashion Calendar to give you an overview of the Industry.

Selling and Shipping Dates		
Season	Selling Dates	Delivery Dates
Spring I	end of August - end of October	1/30 - 2/28 - 3/30 deliveries
Spring II	October - January	3/30 - 4/40 - 5/30 deliveries
Fall I	end of January - March	7/15 - 8/30 deliveries
Fall II	March - April	9/30 deliveries
Holiday	May - June	10/15 - 10/30 deliveries
Resort	June - August	11/30 - 12/30 - 1/15 deliveries