

Marketing Calendar 2025			
DON'T MISS OUT ON THE KEY DATES OF THE YEAR!			
MAY		Sector	Opportunities
5th 13th 13th–17th 17th 18th 20th 20th–24th 26th 29th 31st	Early May bank holiday World Cocktail Day Eurovision Song Contest FA Cup Final World Baking Day World Bee Day Chelsea Flower Show Spring Bank Holiday National Biscuit Day UEFA Champions League Final	Teamwear, T-shirts, Health and beauty, Luggage, Performance products, Summer uniform, Active carewear	Sports clubs, Colleges, Work events, Health and beauty, Dentistry, Veterinary, Gyms and spas, Holiday centres, All workwear for summer uniform
JUNE		Sector	Opportunities
8th 13th–15th 14th 15th 17th–21st 18th 21st 21st 25th–29th 30th	Best Friends Day Download Festival The King's Official Birthday Father's Day Royal Ascot International Picnic Day First day of summer International Yoga Day Glastonbury Festival Wimbledon begins	Giftng, T-shirts and vests, Polos, Shorts and swim, Backpacks, Waistbags	Events, Festivals, Band merchandise, Corporate events
JULY		Sector	Opportunities
2nd–27th 5th–27th 6th 7th 12th 17th–20th 30th	UEFA Women's Euro 2025 Tour de France begins F1 British Grand Prix World Chocolate Day Battle of the Boyne The Open International Day of Friendship	Caps, Polos, Towels, Umbrellas	Events, Holiday companies
AUGUST		Sector	Opportunities
8th 12th 16th 21st–24th 21st–24th 25th 26th	International Cat Day International Youth Day Tell a Joke Day Reading and Leeds Festivals Creamfields North Festival Summer bank holiday International Dog Day	Hoodies, Sweatshirts, Bags and backpacks, Knitwear, Kids and schoolwear	College, University, Schools, Retail
SEPTEMBER		Sector	Opportunities
Early Sept 5th 9th Mid–Sept 22nd 26th 27th	Back to school International Day of Charity Emergency Services Day UK Freshers Week Autumnal equinox Macmillan Coffee Morning World Tourism Day	Softshells, Headwear, Shirts and blouses, Chefswear, Luggage	Hospitality and front of house, Corporate, Back to work
OCTOBER		Sector	Opportunities
1st 1st–31st 5th 5th 10th 31st	International Coffee Day Breast Cancer Awareness Month Grandparents' Day World Teachers' Day World Mental Health Day Halloween	Hi-vis, Headwear, Work and corporate, Front of house, Hospitality	Winter uniform refresh, Seasonal opportunities, Premier, Henbury, Nimbus, Stormtech, Result, B&C
NOVEMBER		Sector	Opportunities
1st 1st 5th 11th 19th 28th 30th	Movember begins World Vegan Day Bonfire Night Remembrance Day International Men's Day Black Friday St. Andrew's Day	Baselayers, Corporate, School, General workwear, Warehouses, Gifts	Christmas gifting, Nimbus, Stormtech, Premier, Onna, Result, Larkwood
DECEMBER		Sector	Opportunities
1st 11th 21st 24th 25th 26th 31st	Cyber Monday Christmas Jumper Day Winter solstice Christmas Eve Christmas Day Boxing Day New Year's Eve	Business, End user, Personalised gifting, Market	Quadra, BagBase, Nutshell, Towel City, TriDri, Anthem, B&C