LTK | 2023 Key Dates

January

22nd: Chinese New Year
26th: Australia Day

KEY POSTING OPPORTUNITIES:
New year trends
Style refresh
Fitness
Wellbeing
Travel
Winter sun
Ski season
Pantone colour of the Year

February

10th: New York Fashion Week
13th: Galentine's Day
14th: Valentine's Day
17th: London Fashion Week
21st: Milan Fashion Week
27th: Paris Fashion Week

KEY POSTING OPPORTUNITIES:
Galentine's/Valentine's Day
Fashion weeks
Workwear
Ski season

March

2nd: World Book Day
8th: International Women's Day
17th: St Patrick's Day
19th: Mother's Day

KEY POSTING OPPORTUNITIES:
Spring trends
Capsule wardrobe
Home refresh

April

7th: Good Friday
10th: Easter Monday
21st: Eid

KEY POSTING OPPORTUNITIES:
Spring trends
Bank holiday
Easter
Wedding season
Eid

May

1st: Early May Bank Holiday
8th: King's Coronation Bank Holiday
29th: May Bank Holiday

KEY POSTING OPPORTUNITIES:
Wedding season
Bank holiday
Festival fashion
Summer trends

June

15th: Isle of Wight Festival
18th: Father's Day
21st: Glastonbury Festival

KEY POSTING OPPORTUNITIES:
Festival fashion
Summer sales
Swimwear
Wimbledon
Summer beauty

July

7th: Wireless Festival
20th: Latitude Festival
20th: Secret Garden Party

KEY POSTING OPPORTUNITIES:
Holiday wardrobe
Swimwear
Festival fashion
Summer beauty

August

3-8th: Wilderness Festival
27th: Notting Hill Carnival
28th: Bank Holiday
30th: Amsterdam Fashion Week

KEY POSTING OPPORTUNITIES:
Holiday wardrobe
Swimwear
Carnival

September

15th: London Fashion Week
19th: Milan Fashion Week
21st: Paris Fashion Week

KEY POSTING OPPORTUNITIES:
New season – A/W
Fashion weeks
Workwear
Back to school

October

31st: Halloween

KEY POSTING OPPORTUNITIES:
Outerwear
Boots
Halloween
Gift guides

November

5th: Bonfire Night
11th: Singles Day
24th: Black Friday
25th: Small Business Saturday
27th: Cyber Monday

KEY POSTING OPPORTUNITIES:
Cyber week
Black Friday
Gift guides
Singles Day

December

5th: Sinterklaas (NL)
25th: Christmas Day
26th: Boxing Day
31st: New Year's Eve

KEY POSTING OPPORTUNITIES:
Christmas
Winter sales
End Of Year Wrapped