

Women's Fashion Update

detailed schedule

MONTH	ISSUES	STORIES	CONTENT DIRECTIONS
FEBRUARY	SUMMER	1 & 2	Shift to Summer stories
MARCH		3 & 4	Dressy Summer wardrobe
APRIL		5 & 6	Holiday wardrobe
MAY	FALL	1 & 2	Summer to Fall transition stories
JUNE		3 & 4	Early season, updated essentials
JULY		5 & 6	Fall-Winter flagship stories
AUGUST	WINTER	1 & 2	Shift to Winter stories
SEPTEMBER		3 & 4	Dressy holiday story, cruise story
OCTOBER		5 & 6	Dressy holiday story, Winter sports story
NOVEMBER	SPRING	1 & 2	Winter to Spring transition stories
DECEMBER		3 & 4	Early season, updated essentials, cruise story
JANUARY		5 & 6	Spring-Summer flagship stories

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release dates

RELEASE DATES	SEASONS	STORIES
4 MAY 2015	FALL 16	1
15 MAY 2015		2
3 JUNE 2015		3
15 JUNE 2015		4
6 JULY 2015		5
20 JULY 2015		6
3 AUGUST 2015	WINTER 16-17	1
17 AUGUST 2015		2
7 SEPTEMBER 2015		3
14 SEPTEMBER 2015		4
5 OCTOBER 2015		5
19 OCTOBER		6

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release dates

RELEASE DATES	SEASONS	STORIES
2 NOVEMBER 2015	SPRING 2017	1
16 NOVEMBER 2015		2
7 DECEMBER 2015		3
14 DECEMBER 2015		4
11 JANUARY 2016		5
18 JANUARY 2016		6
1 FEBRUARY 2016	SUMMER 2017	1
5 FEBRUARY 2016		2
7 MARCH 2016		3
21 MARCH 2016		4
4 APRIL 2016		5
18 APRIL 2016		6