

Kidswear Buying Calendar 2027

A planning sheet, not a promise. Shift every band to your own launch date, market and freight mode before you brief a supplier.

Month	Buying focus	What happens
JAN	Receiving	Spring receipts land. Confirm summer and autumn programme.
FEB	Review	Sell-through data on spring tells you what to repeat.
MAR	Develop	Lock summer fabrics and decoration specifications.
APR	Sample	Fit approvals. Sign pre-production samples.
MAY	Produce	Bulk sewing with inline inspection running.
JUN	Ship	Summer goods in transit. Place holiday orders.
JUL	Receive	Summer replenishment. Finalise autumn assortment.
AUG	Plan	Holiday and portrait programme development starts.
SEP	Produce	Holiday and portrait bulk production.
OCT	Ship	Hard deadline for pre-Christmas arrival.
NOV	Sell	Peak trading. Replenish only what is selling.
DEC	Clear	Mark down. Fund the next spring opening order.

REVERSE COUNT FROM YOUR LAUNCH DATE

Retail launch	The fixed point. Everything else is counted backwards from here.
Freight buffer	Absorbs a late inspection, a port delay or a rework decision.
Bulk production	Starts only after the pre-production sample is signed.
Pre-production sample	The last gate where a change is still cheap.

Revision round	One round is normal. Two rounds move the launch date.
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First sample	Fit, construction and decoration are all judged here.
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Ready stock skips the development, sampling and revision gates and starts at the freight buffer. Custom programmes run through every gate above.