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E-COMMERCE 2019

Important Shopping Dates in Russia

JANUARY

- New Year's Day 🙎
- (2-4) New Year Holiday Week
- **7** Christmas Day
- Old New Year

FEBRUARY

Valentine's Day

Defender of the

Fatherland Day **Special Operations**

Forces Day

MARCH

- International Women's Day
- March Equinox

APRIL

04

- April Fool's Day
- World Earth Day
- Easter Sunday 🝣
- **Easter Monday**

MAY

23SAT

05

- Labor Day T1-3
- Victory Day
- 14-18) Eurovision Song Contest 🥄

JUNE

- Russia Day Weekend
- June Solstice 🌦

JULY

- **6-28**) Tour de France 🧦
- Kupala Night Family Day
- International Day of Friendship

AUGUST

Back to School Sales (month-long)

SEPTEMBER

- **2** 1st Day of School
- September Equinox Day

OCTOBER

NOVEMBER

Unity Day

24

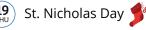
Mother's Day



Black Friday 4%

DECEMBER





Cyber Monday 4%

