



# koi 2022 Off-MAP CALENDAR

By popular demand, we've added more **Off-MAP** dates in **2022!**

*NOTE: These are the ONLY dates in 2022 when retailers can advertise current koi merchandise at less than the minimum prices outlined in koi's Minimum Advertised Price (MAP) policy.*



Season/Theme	Off-MAP Dates	What's Eligible for Off-MAP Pricing During This Period
Fall in love with Betsey Johnson (Pre-Valentine's Day)	January 14–23, 2022 (10 days)	Betsey Johnson
Spring into Next Gen	February 18–27, 2022 (10 days)	koi Next Gen
Planet koi Fabric for Change (Pre-Earth Day)	March 11–20, 2022 (10 days)	Planet koi
Nurses Week	April 29–May 15, 2022 (17 days)	ALL COLLECTIONS
Lighten up for Summer	July 8–17, 2022 (10 days)	koi Lite koi Lite Stretch
Back to school Basics	August 19–September 5, 2022 (18 days)	koi Basics
Fall Classics & more	October 14–23, 2022 (10 days)	koi Classics All accessories
Black Friday/Cyber Monday	November 23–December 4, 2022 (10 days)	ALL COLLECTIONS