



# koi 2022 OFF-MAP & PROMOTIONAL CALENDAR

(Revised 12/21)

Based on your feedback, we've revised our **2022 calendar** to include four **OFF-MAP periods** as in previous years. All koi and Betsey Johnson collections will be eligible for OFF-MAP pricing in each of these periods. We've also added special promotions throughout the year that will highlight different koi collections. Details on individual promotions will be available as dates get closer.



PROMOTIONS	DATES	FEATURED COLLECTIONS
<b>January OFF-MAP Period</b>	<b>Jan. 21–30, 2022 (10 days)</b>	<b>All koi collections Betsey Johnson</b>
Fall in Love with Betsey	Starts Jan. 31, 2022	Betsey Johnson
Spring into Next Gen	Starts Feb. 27, 2022	koi Next Gen
French Bull by koi Launch	Starts April 1, 2022	French Bull by koi
Fabric for Change	Starts April 14, 2022	Planet koi
<b>Nurses Week OFF-MAP Period</b>	<b>April 29–May 15, 2022 (17 days)</b>	<b>All koi collections Betsey Johnson French Bull by koi</b>
koi Classics	Starts June 5, 2022	koi Classics
Lite'n Up for Summer/ Independence Day	Starts June 26, 2022	koi Lite koi Lite Stretch
Back to School Basics	Starts July 31, 2022	koi Basics
<b>Back to School OFF-MAP Period</b>	<b>Aug. 19–28, 2022 (10 days)</b>	<b>All koi collections Betsey Johnson French Bull by koi</b>
Freedom of Cotton Days	Starts Aug. 29, 2022	koi Stretch
koi Cares/BCRF	Starts Oct. 2, 2022	Breast Cancer Research Foundation (BCRF) items
<b>Black Friday/Cyber Monday OFF-MAP Period</b>	<b>Nov. 23–Dec. 4 (12 days)</b>	<b>All koi collections Betsey Johnson French Bull by koi</b>

**NOTE:** The four official OFF-MAP periods listed in the calendar 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. Promotions and dates subject to change.