



# JANUARY

VEGANUARY  
DRY JANUARY

**CUREMEDIA**<sup>®</sup>

			<b>1</b> New Year's Day (Global)	<b>2</b> Science Fiction Day (Global)	<b>3</b>	<b>4</b>
<b>5</b>	<b>6</b> Epiphany (Global)	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b> Golden Globe Awards (US)  International Thank You Day (Global)
<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b> MOVIE: A Private Life	<b>17</b>	<b>18</b>
AUSTRALIAN OPEN (AUS)						
<b>19</b> Blue Monday (Global)	<b>20</b>	<b>21</b> International Hug Day (Global)	<b>22</b>	<b>23</b>	<b>24</b> International Day of Education (Global)	<b>25</b> Burns Night (SCO)
PARIS FASHION WEEK: MENSWEAR (FR)						
AUSTRALIAN OPEN (AUS)						
<b>26</b> Australia Day (AU)	<b>27</b> International Holocaust Memorial Day (Global)	<b>28</b>	<b>29</b> TV SERIES: Bridgerton Season 4	<b>30</b> MOVIE: The Moment	<b>31</b>	
COPENHAGEN FASHION WEEK (DK)						
AUSTRALIAN OPEN (AUS)						

JAN 1ST

# NEW YEAR RESET

New Year's Day still carries that sense of a fresh start, and online it plays out as a collective reset. Each January 1st, feeds fill with reflections, goals, and that familiar “new year” energy.

At the same time, there's a shift toward something more real; slower starts, dropped resolutions, and self-aware humour, creating a mix that feels both aspirational and honest, with something for everyone to share.

JAN 11TH

# THE GOLDEN GLOBES

The Golden Globes remain a core part of awards season, while also playing out as a real-time spectacle online. From red carpet arrivals to unscripted moments on stage, it's built for instant reaction and shareability.

Across platforms, the focus shifts to what catches on, speeches, standout looks, and clips that circulate within minutes, turning the event into something people actively watch and respond to as it unfolds.

JAN 19TH

# JANUARY SLUMP

“Blue Monday” returns each January as a shared reference point for that post-holiday dip. It's less about the date itself and more about the feeling it captures.

Across platforms, it shows up through humour and low-energy content, people reflecting the mood rather than trying to fix it, making it easy to recognise and share.

JAN 20TH

# PARIS MENSWEAR

Paris Fashion Week Menswear goes beyond the runway, turning the city into a constant stream of looks and moments. Each season, what happens off the runway, front rows, after-parties, street style, carries just as much weight as the shows themselves.

It builds through real-time content, street style, reactions, and in-between moments, keeping attention on what's happening now rather than what comes next.



# FEBRUARY

1

68th Grammy Awards (US)

AUSTRALIAN OPEN (AUS)

2

3

4

World Cancer Day (Global)

5

6

WINTER OLYMPICS (Global)

7

8

Super Bowl (US)

9

Pizza Day (Global)

10

11

NEW YORK FASHION WEEK: FALL-WINTER (US)

12

13

MOVIE: Wuthering Heights

Galentines Day (Global)

14

Valentines Day (Global)

15

WINTER OLYMPICS (Global)

16

NY FASHION WEEK: FALL-WINTER (US)

17

Lunar New Year (CN)

Mardi Gras (Global)

18

RAMADAN (Global)

19

LONDON FASHION WEEK (UK)

20

21

22

WINTER OLYMPICS (Global)

23

LONDON FASHION WEEK (UK)

24

25

MOVIE: Scream 7

26

27

28

The Brit Awards (UK)

RAMADAN (Global)

FEB 8TH

# SUPER BOWL

The Super Bowl goes beyond the game itself, turning into a full-scale cultural moment online. Alongside the match, it's the halftime show, the ads, and everything in between that carry just as much attention.

It plays out in real time across platforms, with people reacting to performances, ranking commercials, and turning standout moments into instant memes.

FEB 13TH

# GALENTINE'S DAY

Galentine's Day has grown from a niche reference into something more widely picked up. Celebrated just before Valentine's, it shifts the focus from romance to friendship, offering a more relaxed and inclusive way to take part.

It comes through in small, shareable moments, group dinners, matching looks, and low-key celebrations, creating content that feels easy, social, and rooted in connection rather than pressure.

FEB 13TH

# WUTHERING HEIGHTS

The upcoming premiere of Wuthering Heights on February 13th is already building into a social media moment. With its built-in audience and moody visual style, it taps into a wider pull toward nostalgia and cinematic storytelling.

It's gaining traction through casting debates, teaser clips, and aesthetic-led content, turning a familiar story into something people follow on socials.

FEB 17TH

# RAMADAN CELEBRATIONS

Ramadan carries deep religious meaning, while also showing up online as a moment of connection and shared experience. Over the month, feeds reflect daily rhythms, suhoor routines, iftar gatherings, and acts of charity.

It comes through in a more considered tone, with creators and brands focusing on community, reflection, and generosity, keeping it personal, while opening up space for others to understand and engage with the traditions.



# MARCH

WOMEN'S HISTORY MONTH

1

RAMADAN (Global)

2

RAMADAN (Global)

3

4

Holi Festival (IND)

5

6

MOVIE: The Bride

MUSIC: Harry Styles: Kiss  
All The Time. Disco  
Occasionally

7

8

International Women's  
Day (Global)

9

RAMADAN (Global)

10

11

12

13

14

International Pi Day  
(Global)

15

98th Academy Awards  
(US)

16

RAMADAN (Global)

17

St. Patricks Day (UK)

18

19

Eid al-Fitr (Global)

20

International Day of  
Happiness (Global)

21

22

23

World Book Day (Global)

24

25

26

27

MUSIC: Robyn: Sexistential

28

Earth Hour (Global)

MUSIC: Ye: Bully

29

Daylight Savings  
(Europe)

30

31

MAR 15TH

# THE OSCARS

The Oscars may be the top film awards show, but online it plays out as a real-time cultural event. From red carpet arrivals to on-stage surprises, every moment is set up for instant reaction.

Across platforms, the focus shifts to what stands out, looks, speeches, unexpected moments, quickly taking over feeds and driving conversation as it happens.

MAR 6TH

# HARRY STYLES ALBUM

Harry Styles' Kiss All the Time, Disco Occasionally is set to land as a major release, building on his distinct style and strong fanbase. It goes beyond the music, with a clear aesthetic and sense of rollout around it.

Once it drops, it quickly turns into a stream of first listens, lyric breakdowns, outfit inspiration, and tour speculation, keeping it moving across platforms from the start.

MAR 17TH

# ST. PATRICK'S DAY

St. Patrick's Day may be rooted in Irish tradition, but it plays out globally as a highly visual moment. Each March 17th, feeds shift, filled with green outfits, themed drinks, and Guinnesses.

It works because it's easy to join in. Bold visuals, pub scenes, and light humour drive shareability, turning it into something widely recognised and picked up across platforms.

MAR 8TH

# CELEBRATING WOMEN

International Women's Day has grown into a clear moment for both recognition and reflection. Each March 8th, feeds shift to highlight women's achievements, amplify voices, and open up conversations around equality.

It plays out through a mix of personal stories, brand messaging, and calls to action, balancing celebration with a reminder that there's still more to be done.



# APRIL

1

April fools Day (Global)

2

World DIY Day (Global)

3

**MOVIE:** The Drama

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**EASTER** (Global)

6

**EASTER** (Global)

7

World Health Day  
(Global)

8

9

10

International Siblings  
Day (Global)

11

12

Paris Marathon (FR)  
**TV-SERIES:** Euphoria season 3

**COACHELLA** (US)

13

14

**BOOK:** Famesick, Lena Dunham

15

16

17

**COACHELLA** (US)

18

19

20

21

World Creativity &  
Innovation Day (Global)

22

Earth Day (Global)  
**MOVIE:** Michael (Swe)

23

24

ELLE-Gala (Swe)  
**MUSIC:** Akon: Beautiful  
Day

25

26

London Marathon  
(UK)

27

Kings Day (NL)

28

29

The Grammis-Gala  
(Swe)

30

Walpurgis Night  
(Europe)

APR 10TH

# COACHELLA 2026

Coachella has grown into something bigger than the music itself, shaping how festival culture shows up each year. It often sets the tone for fashion, beauty, and creator trends before the main acts even start.

Across platforms, the focus stretches beyond the stage, outfits, brand activations, and behind-the-scenes moments all playing a role in how it's experienced and shared.

APR 1ST

# APRIL FOOLS' DAY

April Fools' Day has become a clear moment for brands to show a different side on social media. Each April 1st, companies lean into playful ideas, fake products, unlikely collaborations, and campaigns designed to catch people off guard.

It works because the line between real and not is just blurred enough. The best ones feel believable at first, sparking reactions and shares before the reveal, and giving brands space to show more personality than usual.

APR 12TH

# EUPHORIA SEASON 3

The release of Euphoria season 3 is set to land as a major pop culture moment, building on the show's distinct look and emotionally driven storytelling.

It moves quickly through standout scenes, quotable lines, and visual moments, fuelling reactions, edits, and ongoing conversation that keeps it in circulation well beyond release.

APR 26TH

# LONDON MARATHON

The London Marathon goes beyond the race itself, turning into a visible mix of endurance and community. Each year, it fills feeds with both elite competition and personal stories, from first-time runners to charity efforts.

It comes through in the human moments, emotional finishes, crowd support, and creative costumes, adding a layer of personality that people connect with and share.



# MAY

					1 MOVIE: The Devil Wears Prada 2 Labour Day (Europe)	2	3
4 The Met Gala (US) Star Wars Day (Global)	5 Cinco de Mayo (Global)	6	7	8	9	10	
11	12 CANNES FILM FESTIVAL (FR)	13 THE GREAT ESCAPE FESTIVAL (UK)	14	15	16 Eurovision Song Contest Final (Europe)	17 Norwegian Constitution Day (NO)	
18 CANNES FILM FESTIVAL (FR)	19	20	21	22 MOVIE: Star Wars: The Mandalorian & Grogu	23	24	
25	26	27	28	29 Football Shirt Friday (Swe)	30 Champions League Final (Budapest)	31 Mother's Day (Nordics) Women's FA Cup Final (UK)	

MAY 4TH

# THE MET GALA

The Met Gala has grown into a defining cultural moment, turning fashion into a full-scale spectacle. Each year, its theme shapes how celebrities, designers, and creators show up.

It unfolds in real time, from arrivals to after-parties, keeping attention fixed and driving a steady stream of looks, reactions, and conversation across the night.

MAY 16TH

# EUROVISION FINAL

Each year, the Eurovision Song Contest brings out a wave of viral moments, from standout tracks to performances that take on a life of their own, like “Europapa” or the iconic “Epic Sax Guy.”

The final leans into bold staging and unexpected moments, with songs that are built to stick. From catchy hooks to memorable acts, it quickly sparks reactions, commentary, and repeat listens across audiences.

MAY 12TH

# CANNES FILM FESTIVAL

Each year, the Cannes Film Festival brings together cinema, fashion, and celebrity in a way that reaches far beyond the industry itself.

From red carpet moments to headline premieres, it keeps generating conversation and visual impact, shaping the tone for what people will be talking about in the months that follow.

MAY 1ST

# THE DEVIL WEARS PRADA 2

The premiere of The Devil Wears Prada 2 is set to land as a major 2026 film moment. With its iconic legacy and fashion-driven narrative, it taps into both nostalgia and a renewed appetite for glossy, character-led storytelling.

From casting to costumes, it's already building anticipation and conversation, proving the franchise still knows how to command attention.



# JUNE

PRIDE MONTH

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1	2	3	4	5 MOVIE: Scary Movie 6 World Environment Day (Global) F1: MONACO GRAND PRIX (Monaco)	6 Swedens National Day (SWE)	7
8	9	10	11 FIFA WORLD CUP (Global)	12 MOVIE: Disclosure Day MUSIC: Bebe Rexha: Dirty Blonde	13	14
15 FIFA WORLD CUP (Global)	16	17	18	19 Midsummer Eve (SE, FI) MOVIE: Toy Story 5	20	21
22 CANNES LIONS (FR) FIFA WORLD CUP (Global)	23	24	25	26 MOVIE: Jackass 5	27 ROSKILDE FESTIVAL (DK)	28
29 WIMBLEDON (UK) ROSKILDE FESTIVAL (DK) FIFA WORLD CUP (Global)	30 World Social Media Day (Global)					

JUN

# FIFA WORLD CUP

The World Cup is one of those moments that pulls global attention into one place. Every four years, it turns into a month where football, national pride, and spectacle all play out at once.

It builds through last-minute goals, breakout players, and high-stakes matches, creating moments that quickly take over the conversation and keep people following along throughout the tournament.

JUN 22ND

# CANNES LIONS

Cannes Lions brings the creative industry into focus, gathering brands, agencies, and key voices around the ideas shaping modern marketing.

It builds through award-winning work, standout campaigns, and high-profile talks, driving conversation around what's landing now and where things are heading next.

JUN 19TH

# MIDSUMMER (NORDICS)

Midsummer is deeply tied to Nordic culture, centred around light, nature, and time with friends and family. Each year, it marks a pause, an excuse to step outside, gather, and celebrate.

It comes through in the details, flower crowns, long tables, and slow, sunlit evenings, creating a look and feel people return to and want to capture each year.

JUN 5TH

# F1: GRAND PRIX

The Monaco Grand Prix is one of Formula 1's most recognisable races, where the sport plays out against a backdrop of luxury and long-standing tradition. Each year, it draws attention not just for the race, but for everything around it, from the yachts to the guest list.

It builds through both the action on track and the moments off it, with dramatic turns and trackside scenes keeping interest high well beyond core fans.



# JULY

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**MUSIC:** Madonna:  
Confessions II

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**WIMBLEDON (UK)**

**ROSKILDE FESTIVAL (DK)**

**FIFA WORLD CUP (Global)**

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**MOVIE:** Moana Live  
Action

11

12

**SHARK WEEK (Global)**

**WIMBLEDON (UK)**

**FIFA WORLD CUP (Global)**

13

14

Bastille Day (FR)

15

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17

**MOVIE:** The Odyssey

World Emoji Day (Global)

18

19

**FIFA WORLD CUP (Global)**

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**COMIC-CON (US)**

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International Friendship  
Day (Global)

31

**MOVIE:** Spider Man:  
Brand New Day

**LOLLAPALOOZA (US)**

JUL 23RD

# COMIC CON

Comic-Con is one of those moments where entertainment culture comes into full view, bringing together studios, creators, and fans to show what's coming next. Each year, it sets the tone for upcoming films, series, and franchises through first looks and major announcements.

It builds through live reveals, trailers dropping, casts appearing, and news breaking in real time, giving people an immediate look at what's about to take over the conversation.

JUL 3RD

# MADONNA ALBUM RELEASE

Madonna's Confessions II is shaping up as a standout pop release, building on one of her most recognisable eras. With its dance-led roots and strong visual direction, it taps into both nostalgia and a renewed interest in club culture.

It's already driving anticipation around the sound, styling, and overall creative direction, showing how a legacy artist can still hold attention and steer the conversation around a release.



JUL 17TH

# THE ODYSSEY

Christopher Nolan's The Odyssey is shaping up to be a major film release in 2026, bringing his signature scale to a story people already know. That mix of familiarity and ambition is where much of the interest sits.

It's already sparking conversation around how he'll approach it, visually and narratively, putting it firmly on people's radar well ahead of its release.

JULY

# TENNIS SUMMER

Wimbledon is one of those moments where tradition and competition come together on a global stage. Each year, it brings the world's top players into a setting defined as much by legacy as by the level of play.

It builds through standout matches, emerging talent, and defining performances, keeping attention steady as the tournament unfolds and the storylines take shape.

# AUGUST

CRAYFISH PARTIES (SWE)

						1	2	
						LOLLAPALOOZA (US)		
3	4	5	6 Cycle to Work Day (UK)	7	8	9		
COPENHAGEN FASHION WEEK (UK)								
10	11	12 Total Solar Eclipse (Europe) International Youth Day (Global)	13	14	15	16		
17	18	19	20	21	22	23 UEFA Women's Euro (UK)		
24	25	26 La Tomatina (ESP)	27	28	29	30		
					NOTTING HILL CARNIVAL (UK)			
31								
NOTTING HILL CARNIVAL (UK)								

AUG 12TH

## TOTAL SOLAR ECLIPSE

The total solar eclipse on August 12th is set to be one of those rare moments that pulls attention skyward across Europe. With its narrow path and precise timing, it comes with a natural sense of build-up.

It's already sparking interest around where to watch and how to experience it, turning a scientific event into something people plan for and share in real time.

AUG 3RD

## COPENHAGEN FASHION WEEK

Copenhagen Fashion Week has carved out its own space in the wider fashion scene, known for a clear point of view and a strong focus on sustainability. Each season, it brings together brands and creatives shaping a more conscious approach to style.

It builds attention around emerging designers, street style, and where fashion is heading, giving new ideas room to land and gain visibility.

AUG 23TH

## UEFA WOMEN'S EURO STARTS

The UEFA Women's Euro kicks off in August as a key moment in the football space, bringing early focus to the tournament as it gets underway. With growing interest in the women's game, it arrives with a clear sense of momentum behind it.

It builds through standout performances, national support, and high-stakes matchups, creating moments that spark reaction and keep people following along as the tournament unfolds.

FEB 17TH

## LOLLAPALOOZA 2026

Lollapalooza lands as a standout moment in the summer festival run, bringing together music, fashion, and big crowds across its different cities. Each year, it turns into a packed few days of performances and artist moments.

It builds as it goes, through live sets, surprise appearances, and crowd reactions, creating a steady flow of moments that keep it front of mind across the weekend.



# SEPTEMBER

	1	2	3 Girls New Year (Global)	4	5	6
		VENICE FILM FESTIVAL (IT)				
7	8	9	10	11	12 US Open Woman's Final (US)	13 US Open Men's Final (US)
		NEW YORK FASHION WEEK (US)				
VENICE FILM FESTIVAL (IT)						
14 Emmy Awards (US)	15	16	17	18	19	20
					OKTOBERFEST (DE)	
21 International Day of Peace (Global)	22	23	24	25 GAME: EA Sports FC 27	26	27 World Tourism Day (Global) MTW Video Music Awards (US)
	MILAN FASHION WEEK (IT)					
OKTOBERFEST (DE)						
28	29	30 International Podcast Day (Global)				
PARIS FASHION WEEK (FR)						
MILAN FASHION WEEK (IT)						
OKTOBERFEST (DE)						

**SEPT 1ST**

# GIRL NEW YEAR

“Girl New Year” is starting to land as a seasonal reset, marking the shift into autumn as a fresh start. Usually kicking off around September 1st, it taps into that back-to-routine feeling and turns it into something more intentional.

It's picking up through goal-setting, new habits, and a clear “fall girl” mood, framing early autumn as a time to reset and refocus, rather than just ease into the season.

**SEPT 2ND**

# VENICE FILM FESTIVAL

The Venice Film Festival is one of those moments where new films first come into view, with major premieres and early award contenders getting their start. Set against its recognisable backdrop, it brings together film, talent, and attention in a way that travels far beyond the event itself.

It builds as it goes, through debuts, cast appearances, and early reactions, setting the tone for what people will be talking about in the months that follow.

**SEPT**

# FASHION WEEK

The four major Fashion Weeks, New York, London, Milan, and Paris, run as a continuous cycle that sets the pace for the industry. Moving from city to city over several weeks, each brings its own angle while feeding into a bigger picture.

They build momentum as they go, runway shows, street style, and standout moments keeping attention steady, creating a constant stream of looks, conversations, and trends.

**SEPT**

# IPHONE 18 PRO & PRO MAX

The release of the iPhone 18 Pro and Pro Max is set to land as a key moment in the tech space, continuing Apple's yearly rhythm of closely watched launches. With each new version, attention builds around what's changed, design tweaks, new features, and colours.

It picks up early through leaks and speculation, then carries on through launch-day reactions and hands-on content, driving a steady flow of comparisons, opinions, and first impressions that keep it in focus well after release.



# SEPTEMBER

# OCTOBER

BREAST CANCER AWARENESS MONTH  
SOBER OCTOBER  
BLACK HISTORY MONTH (UK)

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			<b>1</b>	<b>2</b> MOVIE: Verity	<b>3</b> Germany's National Day (DE)	<b>4</b> World Animal Day (Global)	
			PARIS FASHION WEEK (FR)				
			OKTOBERFEST (DE)				
<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b> MOVIE: The Social Reckoning	<b>10</b> World Mental Health Day (Global)	<b>11</b>	
PARIS FASHION WEEK (FR)							
<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	
<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b> Daylight Savings (Europe)	
<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b> Halloween		

**OCT 10TH**

# WORLD MENTAL HEALTH DAY

World Mental Health Day stands as a clear moment to focus on wellbeing and open up the conversation at a broader level. Each year, it creates space for people, organisations, and public figures to speak more openly about mental health.

It gains traction through shared experiences, expert voices, and ongoing dialogue, encouraging reflection while keeping the conversation moving beyond just one day.

**OCT 31ST**

# HALLOWEEN WEEKEND

Halloween is one of those moments where creativity really comes to the front. Each year, it turns into a highly visual week built around costumes, themes, and make-up looks.

It plays out through a mix of nostalgic references, trending characters, and original ideas, making it as much about putting your own spin on things as it is about tradition.

**OCT 4TH**

# OKTOBERFEST CELEBRATIONS

Oktoberfest holds a firm place in the cultural calendar as a moment when tradition and celebration come together. Each year, Munich becomes a focal point for a mix of beer, music, and heritage, drawing visitors and attention from far beyond Germany.

With its distinct dress codes and a festive atmosphere that spreads across the city, it marks a shared experience that signals the season and brings people together in a way few events do.

**OCT 2ND**

# VERITY PREMIERES

The premiere of Verity in October is set to arrive as a highly anticipated film release, driven by its bestselling source material and built-in fanbase. With its dark tone and psychological edge, it taps into the growing appetite for suspense-driven storytelling.

It's already generating attention around casting, adaptation choices, and how the story translates on screen, making it a release audiences are closely following ahead of its debut.



# OCTOBER

# NOVEMBER

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2

Day of the Dead  
(North America)

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Diwali (IND)

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International Singles  
Day (Global)

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World Kindness Day  
(Global)

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GAME: Grand Theft  
Auto VI (Global)

International Men's Day  
(Global)

20

MOVIE: The Hunger  
Games: Sunrise on the  
Reaping

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Thanksgiving (US)

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Black Friday (Global)

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BLACK WEEK (Global)

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Cyber Monday (Global)

NOV 27TH

# BLACK FRIDAY

Black Friday is one of those moments that signals the start of the holiday shopping rush. Each November, it brings a wave of deals and a sharp spike in attention across retail.

It builds early and moves fast, driven by hype, countdowns, and the pressure to grab something before it's gone, shaping how people shop and keeping brands front of mind throughout.

NOV 11TH

# SINGLES DAY

International Singles' Day has grown into a clear moment in the calendar, centred on independence and self-celebration. Marked on November 11th, it flips the usual script, shifting the focus away from relationships and onto doing your own thing.

It's picking up attention through how people choose to spend it, whether that's small rituals, making plans, or just taking a reset for themselves, giving it a feel that's personal rather than one-size-fits-all.

NOV 19TH

# GRAND THEFT AUTO IV

The release of Grand Theft Auto VI is shaping up to be a real marker in the gaming calendar. After years of waiting, the level of attention around it is hard to ignore.

It's already everywhere, fuelled by the viral "before GTA 6" line that's crept into every corner of the internet for years, turning the wait itself into part of the moment, and putting the game at the centre of the conversation long before it lands.

NOV

# NO SHAVE NOVEMBER

No-Shave November has become a familiar marker in the calendar, built around a simple idea: skip the shave and let it grow. What starts as a small change in routine ties back to a bigger goal, raising awareness and funds for cancer research.

It plays out especially well online, where the change is easy to track and hard to miss. Week by week, it gives people something to share, react to, and check in on, turning an individual choice into something more collective.



# DECEMBER

	1	2 Spotify Wrapped 2026 (Global)	3	4 HANUKKAH (Global)	5	6 St. Nicholas Day (Global)
7 HANUKKAH (Global)	8	9	10 Christmas Jumper Day (UK)	11	12	13 Lucia (SWE)
14	15	16	17	18 MOVIE: Avengers: Doomsday  MOVIE: Dune: Part Three  Ugly Christmas Sweater Day (Global)	19	20
21	22	23	24 CHRISTMAS (Global)	25	26	27
28	29	30	31 New Years Eve (Global)			

DEC

# ADVENT CALENDARS

Advent calendars have moved well beyond their original format into something much broader. What started with chocolate now shows up across beauty, fashion, food, and even digital spaces, turning December into a steady stream of daily drops.

They work because of the build-up and the habit. Each reveal is a small moment in itself, easy to share, easy to follow, stretching one idea into something people come back to day after day.

DEC 2ND

# SPOTIFY WRAPPED

Spotify Wrapped has grown into one of those moments people actively look out for, turning a year's worth of listening into a quick, shareable recap. Each December, it packages personal habits into something both individual and part of a bigger wave.

It catches on fast because it's personal but easy to line up against others, top artists, songs, and stats flooding feeds at the same time, creating a recognizable format that's widely spread.

DEC 4TH

# DUNE: PART THREE

The release of Dune: Part Three is shaping up to be a key moment for both film and pop culture. Following the scale and reception of the first two, it arrives with a built-in audience and a clear sense of expectation around how the story will land.

In the lead-up, it's already driving conversation, casting, visuals, and how the final chapter will play out, pulling people back into the world and keeping it front of mind well before release.

DEC 31ST

# WELCOMING 2027

New Year's Eve is one of those moments that everyone moves toward at the same time, built around the countdown and the shift into something new. Each December 31st, it brings a mix of plans, expectations, outfits and make-up looks.

It plays out naturally online because it happens in sync, outfits, parties, fireworks, and countdowns all landing at once, creating a steady flow of moments people capture and share as the year turns.

