

2014 Editorial Calendar

MONTH	EDITORIAL THEME	
January	Alpha Woman	Strong is beautiful Everything from hairstyle to lipstick choice can communicate whether you are a leader or a follower. This month, we explore the looks that say, "I'm in charge" and "Which way to my corner office?"
February	Love	Hello, lover Want to unleash your inner bombshell with a hot new look for Valentine's Day? We're trying on sexy hairstyles with SheKnows Virtual Makeover and sharing tutorials for makeup looks that will make his jaw drop.
March	Body	What's your type? Knowing and loving every curve of your body can be a powerful tool when it comes to personal style. This month, discover the dos and don'ts for showcasing your body type, face shape and your lifestyle.
April	Makeover	The skin you're in You don't have to be a size 0 or have perfect bone structure to feel good about yourself. This month, we're helping real women make simple beauty and fashion changes that make a huge difference.
May	Trend	Milestones We've got the hottest fashion trends and tips, and our editors are hitting the scene and putting together complete street-chic looks using only a few hot new style pieces.
June	Family	Mommy style Just because you're a mom doesn't mean you are banished to the island of baggy shirts and yoga pants (although we do love us some stretchy sweats!). This month, it's all about exploring flattering and functional style for the modern mama.
July	Red, White and Blue	True beauty Look like a firecracker this Fourth of July and beyond with chic looks inspired by patriotism, including military prints and sharp silhouettes. Plus, check out homegrown beauty and style brands.
August	Must-Haves	Effortless and ageless Trends come and go, but certain styles are here to stay. We've gathered the ultimate list of dos and don'ts for classic women's fashion and beauty staples, featuring trends that always seem to make the must-have list.
September	Back-to-School	Fall fashion The sweaters are out, the boots are on and the scarves are flying. We'll be exploring fall's hottest colors, trends and new takes on the classic styles we know and love.
October	Fall Guide	Goodbye, summer! Skin care is just as important after summer as it is during. This month, we're going to help you develop a fool-proof plan to amazing skin 365 days a year with a focus on repairing your summer sun damage and getting radiant for the holidays.
November	Happiness	Accessories What does happiness look like? We're talking to fashion and beauty experts about what colors and styles give off a bubbly, upbeat glow.
December	Best-of	The year in fashion As we bid farewell to 2014, we're taking some time to look back at the best beauty, fashion, hair and makeup products to hit the shelves this year.

- VIRTUAL MAKEOVER: TRY OUT HUNDREDS OF HAIRSTYLES AND MAKEUP PRODUCTS ON YOUR OWN PHOTO BEFORE TAKING THE PLUNGE.
- STEAL THE LOOK: LEARN HOW TO GET YOUR FAVORITE CELEBRITY STYLES FOR LESS.
- SHEKNOWS BEAUTY AWARDS: WE'RE AWARDING THE BEST OF THE BEST IN BEAUTY BRANDS SO YOU CAN SHOP WITH CONFIDENCE.