

December 2025						KEY:
						Product Focus
						Style Tips / Educational
						Engagement / Relatable
						BTS / Customer
						Seasonal / Offers
						Wishes / Festive Greetings
						Wrap-up
Monday Dec 1	Tuesday Dec 2	Wednesday Dec 3	Thursday Dec 4	Friday Dec 5	Saturday Dec 6	Sunday Dec 7
New Arrival Drop – Soft Cotton Kurti for December	Style Tip – Choosing the Right Sleeve Design for Your Outfit	Behind the Brand – Restock Reel: Because Good Things Sell Fast	Trust Builder – 5 Customer Review: Your Words, Our Biggest Reward	Engagement – Tag Your Bestie Who'd Rock This Kurti Shade	Community – Thank-You Story + Styling Tip: How She Styled Her QD Kurti	Feel & Story – Some Colors Feel Like Peace
Product Focus	Style Tips / Educational	BTS / Customer	BTS / Customer	Engagement / Relatable	Style Tips / Educational	Wrap-up
Monday Dec 8	Tuesday Dec 9	Wednesday Dec 10	Thursday Dec 11	Friday Dec 12	Saturday Dec 13	Sunday Dec 14
Product Quality Reel: Soft Fabrics, Clean Stitching, QD Standards	Style Talk – Before/After Look: Plain → Styled Do You Agree This Transformation Looks 2x Better? Vote YES/NO in Comments + Insta Poll	Behind the Brand – Midweek Colour Sorting: Shelves Getting Their Pastel Glow Spot Your Favourite Shade Before It's Gone	Trust Builder – Quality Check Reel: Every Kurti Packed With Care & Checked With Love	Friday Trend – Quote Reel: 'Friday Feels Better in Soft Cotton.' Save This If You Agree	Community – Customer Feature: Weekend Shoppers & Their Favourite QD Looks	Feel & Story – Quote Post: 'Trends Fade, Comfort Stays.'
Product Focus	Engagement / Relatable	Product Focus	BTS / Customer	Engagement / Trend	BTS / Customer	Wrap-up
Monday Dec 15	Tuesday Dec 16	Wednesday Dec 17	Thursday Dec 18	Friday Dec 19	Saturday Dec 20	Sunday Dec 21
Buyer Focus – Fabric Focus: Why Our Winter Cottons Feel Extra Soft This December	Style Talk – Mini Fashion Hack: Roll Your Sleeves for an Instant Chic Look	Behind the Brand – Pre-Weekend Prep: Setting the Shelves for Festive Vibes	Trust Builder – FAQ: How to Order From QD? (WhatsApp Guide for Easy Shopping)	Friday Trend – Festive Swap Reel: One Kurti, Three Christmas Moods	Community – Mini Festive Offer: Buy Any Kurti & Get ₹100 Off This Weekend	Feel & Story – Mini Memory: 'Our First Customer Still Shops With Us Every December.'
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Monday Dec 1	Tuesday Dec 2	Wednesday Dec 3	Thursday Dec 4	Friday Dec 5	Saturday Dec 6	Sunday Dec 7
Buyer Focus – Limited Festive Deal: Christmas Week Prices Drop Today! Only for 7 Days.	Style Talk – Festival Edit: How to Make Your Christmas Outfit Look Festive (Soft Colour Tips)	Behind the Brand – Christmas Eve Vibes: Soft Lights, Pastel Shelves & Happy Shoppers	Wishes – Merry Christmas from QD Fashion May Your Day Be Soft, Warm & Beautiful.	Friday Trend – Funny Quote Reel: 'Christmas Shopping Done... But I Still Want More Kurtis.'	Community – Festive Weekend Combo: 2 Kurtis + 1 Dupatta at a Special Price	Feel & Story – Year-End Note: 'Thank You for Making Our 2025 So Beautiful.'
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Monday Dec 29	Tuesday Dec 30	Wednesday Dec 31	Thursday Jan 1			
Buyer Focus – Most Loved Kurti of 2025: The Colour Everyone Picked This Year	Style Talk – New Year Outfit Ideas: Soft Pastel Looks for January 1st	Behind the Brand – New Year's Eve: Last Folds, Last Colours, Last Moments of 2025 at QD Fashion	May Your Year Be Filled With Soft Colours & Beautiful Moments.			
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