

Business

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SECTION D

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Halloween shoppers dig through the huge assortment of rental outfits at Rose Costumes on Thursday. The shop's Halloween sales are up from last year. Photos by David Minton/Denton Record-Chronicle

Scaring up business

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Halloween

They're all usually rented out by September, she said.

About 70 percent of the shop's sales each Halloween are from costume rentals, Shearer said. The average price of renting a costume from the shop is about \$50.

Rose Costumes is doing better in Halloween sales this year than last year, she said.

"We have almost two full rooms full of [costumes for] people that have reserved since August," Shearer said. That doesn't include the people who take the outfits with them.

Voodoo Halloween is a seasonal shop that opened in early October on Interstate 35E.

"We've been busy every day this week," store operator Marilyn Ellis said Wednesday.

The store began offering 50 percent off this week and plans to be busy until the day of Halloween.

But not all costume sellers are seeing an increase.

Schiada said sales at PJ's Party Supply have decreased this year with competition from Voodoo Halloween and Halloween City, another shop open only for the season.

"It hurts small business," she said. "But that's business."

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Halloween hauls in shoppers looking for a different look

By Rachel Mehlhaff
Staff Writer

Well before the beginning of fall, employees of Rose Costumes bloodied clothes in preparation for one of this year's most popular Halloween costumes: the zombie.

More than 2.6 million people plan to dress as zombies for Halloween, according to a survey conducted by the National Retail Federation.

Kara Shearer, assistant manager of the costume shop at Stonehill Center, said zombies are really big this year.

But at PJ's Party Supply a few doors down from the costume shop, owner June Schiada hasn't seen the zombie accessories flying off the shelves.

Schiada said she doesn't usually stock accessories that are just part of a fad because she's been stuck with unsold items in past years. People have been buying zombie merchandise, just not at the pace she expected.

In addition to makeup kits and gory flesh, she decided to stock zombie nails and zombie blood, "which is different than the regular blood," she said.

Schiada has also been selling gas masks, which are popular because of the end-of-the-world hype for 2012.

This year, almost 44 percent of people plan to dress up as part of the holiday and



While trying on a cape, Charlotte Maxwell, left, helps Kendall Butler decide on an ensemble Thursday at Rose Costumes.

are estimated to spend \$2.5 billion on costumes, whether for themselves, their children and even their pets, according to the NRF survey.

Some of the traditional costumes that

have continued to get a lot of buzz this year are witches, vampires and pirates.

"I think pirates are always popular," Shearer said.

She said Rose Costumes, which spe-

cializes in costume rentals, double rents costumes for Jack Sparrow, from Disney's *Pirates of the Caribbean* films.



DRC file photo/Karina Ramirez

June Schiada, owner of PJ's Party Supply, stocked up on zombie accessories for this Halloween.

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