



Halloween Costume Shopping: Online or In-store?

But what are the benefits and drawbacks to shopping online and in-store? Bob Schank, Chief Operating Officer of Halloween Adventure, a costume retailer with more than 100 "brick & mortar" costume stores spanning the country and an online e-Commerce costume and accessory superstore, let consumers in the know on Thursday.

Boothwyn, PA, September 30, 2008 --(PR.com)-- With Halloween just around the corner, many are beginning this year's search for the perfect Halloween costume. From online costume mega-stores to off-line Halloween Costume and accessory shops, it seems that the choices available to today's shopper are almost endless when it comes to Halloween attire.

But what are the benefits and drawbacks to shopping online and in-store? Bob Schank, Chief Operating Officer of Halloween Adventure, a costume retailer with more than 100 "brick & mortar" [costume stores](#) spanning the country and an online e-Commerce costume and accessory superstore, let consumers in the know on Thursday.

"Brick and mortar stores are wonderful. You can go in, see the costumes up close, touch and feel them and in some cases, try them on. But most off-line costume shops just don't have the space needed to carry the massive selection of costumes and accessories that online stores do. Halloween Adventure stores typically carry an extensive inventory of kids costumes, adult costumes... even Pet costumes - far more than big box discount stores and other seasonal retailers - and yet even for us sometimes it can be a challenge to maintain stock of every costume in all sizes at all times. Unfortunately, sometimes you have to sacrifice something for the luxury of being able to try it before you buy it." Schank said on Thursday.

Schank says that another benefit to online shopping is that online stores are open year round whereas brick and mortar costume shops are typically seasonal in operation making the ability to purchase costumes and accessories before the Halloween shopping rush almost non-existent. "Some customers are unable to secure the more popular costumes because of depleted inventories in many brick and mortar stores. Their choices are often very limited."

However, Schank assures everyone that such is not the case with Halloween Adventure costume shops. "We try to keep our online and offline inventory fully stocked throughout the year while other costume retailers typically do not. Other retailers may not have the means of storing left over merchandise and therefore, choose to carry a limited quantity and selection."

Halloween Adventure operates seasonal stores, year round brick and mortar shops, and an online mega store. Schank says that customers who choose Halloween Adventure can have the best of both worlds when they take advantage of annual promotional offers designed to help customers of both shopping preferences. "Promotions such as the Boo Bucks campaign and Free Economy Shipping make it possible for us to reward our online and offline shoppers during the shopping season. Boo Bucks coupons give our offline shoppers a 20% discount on any regularly priced item in-store and our online customers are rewarded with free shipping when they purchase \$100.00 or more in merchandise for our website."



Shopping online seems to provide shoppers with a broad range of options based on style, size, and color while offline shopping tends to satisfy the consumer's urge to touch and feel before making a purchase.

Halloween Adventure is a division of MASQUERADE, LLC, headquartered in Boothwyn, PA. The company operates 100 Seasonal Halloween Costume Super Stores from Coast to Coast in the US, the year-round MASQUERADE, Imagination Super Stores in Philadelphia, PA, Pittsburgh, PA, and the World's Most Imaginative Costume Store spanning 3 floors at 808 Broadway and 104 4th Avenue in New York City's East Village.

HalloweenAdventure.com is an online costume superstore, selling: costumes, masks, makeup, accessories, wigs, shoes, props and more. For more information, please visit: www.halloweenadventure.com.

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