

Halloween Costume Rentals Are Proving To Be A Great Indicator Of The Economy's Rebound, Says Pierre's Costumes

For Immediate Release

PHILADELPHIA/EWORLDWIRE/Oct. 20, 2004 --- Costume sales for Halloween can often be used as an indicator for the upcoming Christmas season. "If this year's costume sales and rentals are any indication, Christmas is going to be huge," said Richard Williamson, president of Pierre's Costumes in Philadelphia. "Instead of our customers waiting until the last minute, we have seen huge crowds coming in very early this year," he continued.

Getting customers to spend and come early has been the holy grail of the retail industry. Somehow it's happening this year without any additional advertising or promotions

Why the rush for Halloween costumes is happening this year is anyone's guess, but it is a reality. Professional Costume shops like Pierre's Costumes are building new costumes every day and are reordering accessories several times a week to keep up with the demand.

Additional information may be obtained by contacting Williamson at 215-925-7121 or by e-mail at info@costumers.com.

About Pierre's Costumes:

Pierre's Costumes was founded in 1943. The company has been creating original costumes and mascots for longer than most costume companies. Pierre's provides costumes to TV, film, theatre, parades, sports teams, parks, and the public. Pierre's not only rents and sells costumes, but it also creates on-of-a-kind costumes. Pierre's is located in the historic Old City section of Philadelphia.

HTML: <http://www.eworldwire.com/pressreleases/10712>

MOBILE: <http://e4mobile.com/pressreleases/10712>

PDF: <http://www.eworldwire.com/pdf/10712.pdf>

ONLINE NEWSROOM: <http://www.eworldwire.com/newsroom/2961.htm>

LOGO: <http://www.eworldwire.com/newsroom/2961.htm>

CONTACT:

Richard Williamson
Philadelphia, PA 19106
PHONE. 215-925-7121
EMAIL: info@costumers.com

KEYWORDS: costumes, halloween, economy, indicator, accessories, rental, sale

SOURCE: Pierre's Costumes