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## **PureCostumes.com Re-Opens its Halloween Costume Warehouse to Public**

*Due to consumer demands and a growing local presence, PureCostumes.com has lifted the restrictions on customer walk-ins at its Halloween costume warehouse. By allowing customers to walk in and make purchases in person, PureCostumes.com aims to establish itself as one of the only year-round costume shops for local consumers and last-minute shoppers in the Los Angeles area.*

**LOS ANGELES, January, 30, 2013** – PureCostumes.com has long established itself as an online Halloween costumes retailer serving the United States and select international countries. In the past two years, the online retailer has also managed to strengthen its local presence as one of the very few year-round Halloween costume retailers in Los Angeles. As noted on review sites such as Yelp.com and Yahoo local, consumers are finding that Pure Costumes offers a great selection of costumes and accessories at low prices, while still maintaining high standards in regards to customer service. As a result, Pure Costumes' popularity has grown tremendously among both online shoppers and walk-in customers in the Los Angeles County.

Despite its success with local customers, Pure Costumes temporarily decided to put restrictions on walk-ins in October of 2012, only allowing will-call pickups for orders made online. This decision was made in hopes of streamlining the online retailer's order fulfillment processes. While the will call process was well received, many other consumers were disappointed at not being able to make purchases in person. As a result, Pure Costumes has now decided to lift these restrictions, once again allowing walk-ins.

With this change, shoppers in the Los Angeles area can easily save time and money when looking for costumes. For many local students and teachers, Pure Costumes serves as a convenient solution in finding costumes for school plays and class presentations. With Presidents' Day and National Read Across America Day closing in, local customers will be able to find president costumes and Dr. Seuss costumes at Pure Costumes for immediate purchase. Additionally, local customers looking for last minute costumes, masks, or accessories can now walk in to Pure Costumes' warehouse and buy an item on the spot.

Since PureCostumes.com only displays its entire catalog on its website, customers can save time by locating products online before coming in to the warehouse. Customers are encouraged to call ahead, but they may also walk in with the item numbers for products they are interested in. At this time, Pure Costumes is allowing walk-in customers during its normal business hours, which are Monday through Friday from 8:30 a.m. to 4:30 p.m.

Because many consumers like being able to inspect the quality of products or make comparisons before purchasing, there has been much demand for Pure Costumes to re-open its warehouse doors to walk-in

customers again. In addition, there are also a number of customers who prefer to complete their transaction in person instead of online. With heavy online competition within the Halloween costume industry, PureCostumes.com aims to cater towards the local market by being one of the few, if not only, year-round costume retailers in the Los Angeles area. Without a physical storefront, Pure Costumes is able to stock its warehouse with thousands of Halloween costumes to provide shoppers a wide and varied selection. Additionally, because of its low overhead costs, Pure Costumes continues to outperform its online and brick-and-mortar competition in pricing year after year.

### **About Pure Costumes**

Pure Costumes is one of the Halloween industry's most popular online retailers. Available year-round, the website carries a large selection of Halloween costumes for adults, plus size adults, toddlers, children, teens and pre-teens/tweens. Along with costumes, the online retailer also offers an impressive catalog of costume accessories, wigs, masks, and shoes. Pure Costumes prides itself on its excellent customer service and extensive experience in the industry. Its goal is to bring to its customers the best online Halloween costumes shopping experience possible. As a site with one of the highest return customers year after year, Pure Costumes takes pride in being an industry leader. More information can be found at <http://www.purecostumes.com>.

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