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## **PureCostumes.com Launches New Logo and New Website**

*Year-round Halloween costumes retailer, PureCostumes.com, launches a whole new look including a redesigned logo and website as they prepare for the upcoming season.*

**LOS ANGELES, June 24, 2015** – Pure Costumes has gone through many changes this year, but this is by far the biggest. Aside from relocating its business headquarters to a larger location just earlier this year, the company has just rolled out a newly redesigned website complete with a brand new logo. With changes in today's e-commerce landscape, these updates were made in order to meet the new demands of consumers in the market.

Aside from the obvious changes in the visual layout, which now features a clean and modern design, PureCostumes.com has integrated features into its website for mobile optimization. Now that more and more consumers are utilizing the convenience of their smart phones and tablets to make purchases, online retailers across the board have seen a rise in mobile shopping. In order to accommodate this shift, the Halloween costumes website now features a responsive design. The new responsive website will allow for an aesthetically pleasing and convenient shopping experience for customers no matter what size or type of device they use to browse. In addition, the revamped category headers and the side filters found on the category pages will make it easier for customers to find products on the website. Another interesting feature recently added to the website lies within its interactive costume idea pages. Now shoppers can mix and match couple or group costume ideas to find the perfect match for their costume event.

As previously mentioned, one of the biggest changes in the company's identity is its fresh new logo. The new logo incorporates fun design elements while maintaining its signature color scheme that the company established in its early days. The company chose the design to properly reflect its brand image as a family-friendly costume company. Additionally, unlike other Halloween costume retailers, Pure Costumes notably puts a stronger emphasis on its year-round service by avoiding traditional Halloween symbols in its logo.

With the landscape of online shopping continually changing, it remains a priority for PureCostumes.com to keep up in such a competitive industry. As its business continues to grow, the costume retailer hopes to reflect its success by using its resources to improve customer experience in every aspect of its business. Now that Halloween is only a few months away, Pure Costumes will be busy preparing for its biggest year yet.

**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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