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## **Pure Costumes Introduces Outlet Section at its Los Angeles Warehouse**

*Pure Costumes transformed a section of its Los Angeles based warehouse into an outlet retail space to sell deeply discounted “as-is” costumes for Halloween.*

**LOS ANGELES, August 14, 2015** – With less than one hundred days until Halloween, many retailers are shifting gears to preparing for one of the largest American holidays of the year. The same goes for family-owned costumes retailer, Pure Costumes. The company relocated to a larger warehouse at the start of 2015 and with more space, the company has recently transformed its front receiving area into an outlet store. Pure Costumes has already set itself apart from its online competitors by servicing local customers with its walk-in and will-call options. With this new outlet section, the company will be able to provide even more value to its customers who come in to find products for Halloween and other costumed events.

The costumes selection in the outlet features a wide variety, with costumes for babies all the way to plus size adults. Each age group has a range of styles, including popular trends like animal costumes or superhero costumes. The costumes that are placed in the outlet section are sold “as-is”, meaning that some may feature slight manufacture defects. Others are last-chance closeout items. Most child costumes are priced at \$5 while most adult costumes are marked at \$10. There are also packaged accessories starting at \$1 each. These include stockings, wands, tiaras and other last-minute add-ons.

Although the outlet is stocked with dozens of low-priced options, Pure Costumes does advise customers who are looking for specific products to check the website first. With their streamlined process of accommodating walk-ins, this has proven to be very convenient for many of their customers. However, customers who are solely looking for a good deal and have no preference to style will likely find something to take home from the outlet section. The selection of products and the price is also ideal for DIY shoppers and the cosplay community. Since most costumes come with multiple pieces and accessories, these products can be useful in creating a cost-efficient costume.

This new opportunity will help Pure Costumes increase its local presence now that it has more products to accommodate its walk-in customers. This is especially important for last-minute shoppers who are looking for a great bargain. With this change now in effect, Pure Costumes is preparing for a stronger Halloween season than the last.

### **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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