



2033 Santa Anita Avenue, South El Monte, California 91733
Tel: 626-443-6188 | Fax: 626-443-9788

PureCostumes.com Enhances Costume Shopping Experience with New Features

Year-round Halloween costume retailer, PureCostumes.com, has added new features to its website to enhance the user experience.

LOS ANGELES, CA, June 22, 2016 – PureCostumes.com has recently rolled out new features on its Halloween costume website to help create a better user experience. With growing competition in the Halloween and party industry, the Los Angeles based retailer has made it a priority to provide the best online shopping experience to set itself apart from its peers. In its efforts to achieve this goal, the company has added several features to help customers including a wish list, restock notification sign-up, and a recently viewed section.

The newly added wish list feature is available for all customers who have accounts and are logged in while shopping. This feature will allow customers to save items that they are interested in for future shopping trips and help them plan outfits for upcoming holidays or events. Customers will also be able to share their wish list with others which is especially useful for gift-giving. Another feature that has been recently added is a restock notification sign-up form for out of stock items. This feature has been carefully programmed to only appear when sold out items are selected in order to avoid excessive clutter on the website. Customers who sign up will receive an email notification once the item is back in stock, giving them an opportunity to have first-pick when the item becomes available. This feature has been extremely popular with customers who are interested in the incoming 2016 Halloween costumes and accessories. The last feature is the “Recently Viewed” section which appears at the right of the website while customers are browsing. This feature will allow shoppers to easily make visual comparisons on the same page without repeatedly clicking the back button.

With these newly implemented features now added to PureCostumes.com, the company is able to accommodate the needs of its customers by providing an even more convenient shopping experience. Now that Halloween 2016 is in just a few short months, the company foresees that these features will help improve the website’s key performance indicators. However, the work for PureCostumes.com does not stop there as the retailer has more upgrades to add in the future. As internet sales continue to grow, the company will continue to improve its web store in order to continue to provide the best service to all consumers.

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>.

Media Contact

ATTN: Karen Dang

Pure Seasons, Inc.

2033 Santa Anita Ave. S. El Monte, CA 91733

Phone: (626) 443-6188

karen@purecostumes.com