



## Sunday Herald Sun (Melbourne)

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## HALLOWEEN ITEMS ROLL OUT THE DOOR FOR SPOOKY CELEBRATION

# A real treat for retail

**KIM WILSON**  
**FASHION EDITOR**

LARGE pumpkins and spooky sweets are rolling out the doors of major retailers as sales soar for Halloween-related products.

Costumes are also high on the most popular list for people and their pets wanting to get into the spirit of the occasion.

Petbarn general manager of merchandise Richard Bowker says pet costumes are gaining worldwide popularity, with figures

estimating that Americans spent \$330 million on pet costumes in 2013.

"We've seen a year on year increase in demand for our Halloween pet products and as a result, we have expanded our costume range for the event this year," he says.

"Our team is constantly surprised by the demand for pet clothes and costumes. Our most popular products for Halloween so far for dogs are the alligator and superhero costumes and the king costume for cats."

But it's not just quirky costumes flying off the shelves — designer labels are getting in on the action as well.

Pyjama king Peter Alexander

has designed his first Halloween-inspired Nightwear on Elm Street Collection.

"It's great to see Aussies embracing this scary, spooky, wonderful day more and more each year," he says.

Coles expects to see over 50 per cent growth in Halloween confectionary sales this year as more Australians celebrate Halloween and get into

the trick-or-treating festivities.

Coles general manager of

fresh produce Brad Gorman says there has been a spike in pumpkin sales with an expected 15 per cent growth this Halloween.

Eva Daly, communications manager at Spotlight, says they have seen 100 per cent increase in sales.

"To date, we have sold over

200,000 products. The most popular have been 25,000 cobwebs, 10,000 cauldrons and 20,000 gummy and chocolate eyeballs. Spooky costumes have been big hit as well," she says.

Russell Zimmerman, executive director of the Australian Retailers Association, says Halloween is now an important date on the retail calendar.

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**GET YOUR COSTUMES ON AND PREPARE FOR A NIGHT OF HORROR**

### LUNA DARK

THE biggest smile in town puts on a frown for Halloween. Day and night there are roaming zombies, grim reapers and a costume competition. At night see the *American Horror Story: Freakshow* and dance *Thriller* style.  
[lunapark.com.au](http://lunapark.com.au)  
[/x/luna-dark](https://twitter.com/luna-dark)

### GHOST CRUISE

THE *Lady Cutler* Showboat sails around Melbourne

harbour with hundreds of ghosts and zombies on board.

**Saturday, from 6pm, \$40.**  
[ladycutler.com.au](http://ladycutler.com.au)

### GREEN INFERNO

THE brilliantly twisted mind of Eli Roth (*Hostel*, *Cabin Fever*) takes you on a gruelling, terrifying and at times hilarious ride as a group of students are taken hostage by cannibals.

**Lido Cinema, Hawthorn.**  
**Opens Saturday**

### HORROR MAZE

PROCEEDS go to the Royal Children's Hospital, with family activities including a spooky maze, best dressed, raffles and a barbecue.  
**22 Chrystobel Way, Kilmore.**  
**Saturday, 5pm-9.30pm**

### LATIN CRUISE

JUMP aboard the Halloween Latin Cruise, featuring two levels of fun, guest DJs and live music.

**Victoria Star Cruise, Dock 9 Central Pier, Docklands.**  
**0401 661 461**

### DAY OF THE DEAD

THE beauty of decay is captured in an art space resembling an abandoned



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house overrun by nature.  
**4 Coverlid Place, Melbourne**

### **SPOOKTOBER**

ONE of our oldest asylums opens for its first tour.  
**Ormond Hall, 557 St Kilda Rd. Oct 29-31, \$25.**  
[asylum.spooktober.com.au](http://asylum.spooktober.com.au)

### **CEMETERY TOUR**

THE final resting place of many notable Victorians opens at night for Halloween. See landmarks and get insights into one of our most significant cemeteries.  
**Melbourne Cemetery, Parkville. 9349 3014 or [mgc.smct.org.au/night-tours](http://mgc.smct.org.au/night-tours)**

### **OLD GAOL TOUR**

A TOUR of Melbourne  
City Watch

House; for 16 years plus, the tour is held in the dark.  
**Old Melbourne Gaol, 377 Russell St, Melbourne. Tickets \$38. 9pm**

### **FRIGHT NIGHT**

HUNGRY Melbourne zombies will be at this living nightmare as you stumble through an intricate maze.

Small groups leave every 2½ minutes with one lantern.  
**Hedgend Maze. 163 Albert Rd, Healesville. Saturday, 8.30pm. [hedgend.com.au](http://hedgend.com.au)**



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Ariel Valentine, Renee Young and Tamzan Hayes get ready for the *Lady Cutler* ghost cruise. Picture: NICOLE CLEARY