

HALLOWEEN & PARTY EXPO

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Halloween & Party Expo Showcases the Hottest Sexy Costumes in the Market

(Houston, Texas) - The weather may have brought record-breaking heat to most parts of the country, but the sexy costumes at the Halloween & Party Expo in Houston, Texas will really sizzle come January.

"The market for sexy costumes – and accessories – grows each year, and the Expo is proving to be a great vehicle to premier exhibitors' newest and most popular products," noted Jonathan Erwin of the Halloween & Party Expo.

Model and "The Girls Next Door" star, Bridget Marquardt, found this out first-hand when she helped launch and model her sexy costume line with Roma Costumes' at the 2011 Halloween & Party Expo. "We've collaborated together on some of the designs. We make a great team and I think we came up with a really strong line," said Marquardt.

According to the former Playboy Mansion regular, many of her costumes were generated by her experiences at the extravagant mansion parties hosted by her former boyfriend, Hugh Hefner. "The mermaid costume I created for a tiki-themed party we had for Kendra," said Marquardt, referring to her former 'Girls' co-star, Kendra Wilkinson. "They're all kind of inspired by things I have worn or ideas I really like."

Marquardt, a television icon and advocate for everything sexy, flirty and fun, found the Halloween & Party Expo to be a tremendous opportunity for sexy costume manufacturers presenting new or updated product lines. "I love the Halloween & Party Expo; it's incredible here," added Marquardt. "Everyone's got to come to the Halloween & Party Expo – this is THE show to be at. There's so much to see."

Top industry vendors such as Leg Avenue and Rubie's Costume Company also utilized the 2011 show to feature items they were introducing to the sexy costume market.

During the 2011 show, Leg Avenue, who also gives away a brand new car each year, put a spin on its traditional costume style shows. During one 2011 Leg Avenue costume show, a troupe of seven sexy sailor-themed ladies danced to original choreography and sang, "Leg Avenue Girls" based on Katy Perry's hit song, "California Girls." The crew sang, "*Leg Avenue gets you dressed up the best, get sexy and feel good, better than the rest!*"

Rubie's newly licensed Lady Gaga and Jersey Shore costume lines created their own buzz during hourly choreographed dance numbers near the show's entrance.

Janet Teller, with another leading industry player, Dreamgirl, loved the fresh feel of the show. "This show has worked out great for us – the timing, hospitality, accommodations, all the buyers...it's wonderful for us." She

said their booth was busy non-stop from the time they opened, to the end of the show. "It's fantastic; everyone knows where to find us."

Buyers agree. "I think the Halloween & Party Expo is just great. It's the only show I would come back to every year," said Dona Candela, Candela Sales.

"It's the only place you can get everything under one roof. It's the biggest in the country," said buyer Robert Kelliher from Party For Less, Inc. "We love it. It's worth every penny coming."

Realizing that sexy adult costumes sell at the Halloween & Party Expo, the following companies exhibit annually and strut their costumes at the Expo's renowned Saturday Night Costume Show, which has been setting the industry standard: Leg Avenue, Inc., Dreamgirl, Escante, Inc., Roma Costumes / Bikini Corp., Delicious Sexywear, Be Wicked! Costume Collection, Starline Costume, Elegant Moments, Inc., Mystery House Costumes, Forplay, Inc., Eldorado Trading Co., Sky Hosiery, Inc., Pleaser USA, Inc., and many more.

For a complete list of Halloween, Costume and Party vendors attending the 2012 Expo, visit www.HalloweenPartyExpo.com. Registration is now open. Be sure to book your hotel and mark your calendars for THE Expo. Catch up on the latest products; receive unique show discounts; mingle with fellow industry attendees and write your Halloween, Costume and Party orders for the year!

CUTLINE:

Bridget Marquardt, models 'Walk the Plank,' a costume from her new line. "It's a little more rustic and comes with a corset...that pulls everything in and makes it really, really sexy," notes Marquardt.

The Halloween & Party Expo is endorsed by the National Consumers Association, the Halloween Industry Association and International Balloon Association as well as Paper First Affiliates and Party Club of America, who conduct their annual meetings in conjunction with the show. The Expo is home to the renowned Halloween Costume Style Show. For more information about the Halloween & Party Expo, call 877.347.3976 or visit www.HalloweenPartyExpo.com.

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