

LOS ANGELES, CA, September 18, 2013 **/24-7PressRelease/** -- All over the world, thousands of people are anticipating the September 21st kickoff of Oktoberfest in Germany. Oktoberfest is a famous tradition that is over 200 years old. Originating in Munich, Bavaria, Germany, it is a widely celebrated 16-day festival that is significant to Bavarian culture. People from all over the world gather under large tents to eat traditional German foods, listen to music and dance, and most famously, drink Oktoberfest beer. Though many people travel across the world to attend the festival in Munich, hundreds of other Oktoberfest festivals have sprung up in other cities around the world for people to celebrate locally.

While the original Oktoberfest officially starts on September 21st this year, replica Oktoberfest celebrations start around the same time or earlier and sometimes last even longer than the one in Munich. In some cities, Oktoberfest enthusiasts have already begun to celebrate. As a result, online costumes retailer, PureCostumes.com, has already seen a great increase in Oktoberfest costume sales. Many who attend Oktoberfest like to celebrate by choosing to attend in traditional German attire. Men usually wear lederhosen, or leather breeches, while women most often opt for dirndl, a typical German dress.

In more recent years, Halloween costume manufacturers and retailers have begun to pay more attention to Oktoberfest by creating new costume designs that cater to this holiday. PureCostumes.com, for example, has been consistently expanding its collection of Oktoberfest costumes from year to year. In anticipation of the upcoming festivals, the online retailer has ensured that items are in stock and ready to ship. Offering a wide variety of lederhosen, dirndl, beer garden girl outfits, and other related accessories, the online retailer aims to draw in more sales before the Halloween season hits hard.

By launching an aggressive marketing push for PureCostumes.com's Oktoberfest costumes, the online retailer hopes to also get a head start on the Halloween season. Furthermore, with the retailer's recent launch of Pure Rewards, the website's points-based loyalty program, Pure Costumes predicts that Oktoberfest shoppers will return for their Halloween costumes as well. By carrying a wide selection of costumes for not only Halloween but for other holidays and special celebrations throughout the year, Pure Costumes is well on its way to becoming one of the best online retailers of costumes for all consumers.

About Pure Costumes

Pure Costumes is one of the Halloween industry's most popular online costume 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

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online retailer also offers an impressive catalog of costume accessories, wigs, masquerade 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. For more information, please visit <http://www.purecostumes.com>.