



## **TRANSWORLD'S INTERNATIONAL PARTY SHOW**

MARCH 30-APRIL 1, 2008

NEC-BIRMINGHAM

October 2007

### **UK PREPARES FOR A NEW WAVE OF LICENSED COSTUMES AS US TRENDS TAKE HOLD ON BRITISH PARTYGOERS**

The UK's biggest costume manufacturers are preparing for a new wave of licensed costumes as new trends from America make their way across the pond. As US manufacturers prepare to preview their new designs at TransWorld's International Halloween Costume & Party Show in Las Vegas, UK manufacturers are already incorporating these new characters into their plans for 2008. These will be showcased at Transworld's UK event, the International Party Show at Birmingham's NEC from 30th March to 1st April.

Hollywood's latest big and small screen successes continue to be at the core of the new US designs with characters from popular shows such as Ugly Betty, Nickelodeon's Dora the Explorer and SpongeBob Squarepants, Shrek the Third and the massive Disney hit High School Musical.

However the children's market in the UK is very different to the US and although some of these ranges have been developed, characters that are popular in the US get a luke warm reception in the UK. Holly Davies, PR and Promotions Manager for the UK's Rubies Masquerade explains: "We find that children in the UK are not as interested in dressing up as characters such as Spongebob and Dora and tend to prefer the superheroes, princesses and fairies. When the Bratz dolls became popular a few years ago, the costume range was a great success in the US but didn't have the same response here because of the type of outfits. We will have the Shred the Third and High School Musical collections available though. "

The US operation of Rubie's Costume Company will be expanding its 'Secret Wishes' line that consists of licensed and non-licensed sexy costumes and accessories. Howard Beige, vice president of sales, said: "Women of all ages are buying sexy costumes in huge numbers." On the other end of the spectrum, Rubie's is also introducing a new Noah's Ark Collection for babies – an ideal choice for babies' first few Halloweens.

Rubies Masquerade is also seeing rapid growth in Secret Wishes line as more women want to look sexy in costumes rather than comical plus the quality of the costumes has improved and they are now much more wearable. Men however are drawn to the Disney superheroes such as Buzz Lightyear and Mr Incredible with the padding and fibre optic lights, neither of which are available in the US.

Sexy costumes continue to be big business in America with companies such as New Jersey-based Rasta Imposta creating licensed products for Radio City Rockettes, FunWorld, located in New York, launching new Playboy costumes and California's Cinema Secrets completing its line of flirtatious and sophisticated costumes, all of which have experienced a surge in demand this season.



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“Retailers and wholesalers, alike, will be able to get a sneak peak of these top-of-the-line products and many more at the upcoming show in Vegas,” said Joe Thaler, chairman and chief executive officer of TransWorld Exhibits, Inc. “What is interesting to us is how the UK visitors to the show, interpret these new lines and trends in the British marketplace and how they are received by the buyers and distributors.”

IPS attracts international buyers and independent retailers, wholesalers and manufacturers over three days. As well as a range of exhibitors launching new products to the market, the show also has a seminar theatre featuring educational workshops and live fashion shows making it a must attend event for the industry. There will also be competitions aimed at retailers and balloon sculptors as well as the renowned gala dinner and dance. Organisers are also keen to create a global party atmosphere throughout the event.

For more than 50 years, TransWorld Exhibits has been a leading producer of independent trade shows. Based in the United States, the business has over the years expanded its offerings to include general merchandise, Halloween merchandise, partyware, giftware, seasonal items, jewellery, fashion and accessories. The firm runs trade shows located in the United States and the United Kingdom.

For more information on attending or exhibiting at the International Party Show (IPS), please call Samantha Hartup at TransWorld Exhibits at +44 (0)1525 403330. IPS has also launched a new interactive website, filled with show news and industry comments. Visit [www.partyshow.com](http://www.partyshow.com).

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**For further information, media enquiries and press accreditation, contact**

**Andrea Seed, PR Director**

**Poppyseed Media Ltd**

**Tel: +44 (0)121 224 7455**

**Mob: +44 (0)7812 010 765**

**Email: [andrea@poppyseedmedia.co.uk](mailto:andrea@poppyseedmedia.co.uk)**