

Weather: SAN BERNARDINO, CA | Now: 64°F | High: 70°F | Low: 50°F | 5-Day Forecast

Live Traffic 10E 10W 15N 15S 215N 215S 210E 210W



Search

Search

Subscriber Services | Home Delivery | e-Edition
Login | Newsletters | Alerts | RSS

SAN BERNARDINO AND THE INLAND EMPIRE

This Site Web Search powered by YAHOO!
SEARCH

Part of the LA.com Network

- Home
- News
- Sports
- Business
- Opinions
- Entertainment
- Inland Living
- Info
- Marketplace
- Place an Ad
- Homes
- Jobs
- Auto
- Obits
- Directories

BOOKMARK Print Email Font Resize

Most Viewed Most E-Mailed

- San Bernardino councilwoman complains about police chief
- Deputy's son gets probation in fatal shooting
- Woman grabbed during morning walk in Highland
- Biane's Mexico trips lead to new policy
- Fly in the ointment
- Colton homicide victim identified
- Man killed in Highway 330 crash identified
- Former Lake Arrowhead teacher accused of child molestation
- Crime and public safety, October 23
- Man killed by sheriff's deputies in Adelanto gun battle

Scary good time

Halloween retailers optimistic this year

Rebecca U. Cho, Staff Writer
Posted: 10/19/2010 06:45:43 PM PDT

Halloween retailers in the Inland Empire, spooked by the recession, are hoping this year they are in for a treat.

After seeing sales declines in recent years, costume sellers are watching for a stronger year and a surge in coming weeks.

"I'm optimistic. I hope for the best," said Deanna Jimenez, owner of A Costume Affair in Chino Hills. "We usually don't see a final rush until the last two weeks."

Nationwide, retailers expect to see Halloween sales bounce back this year from a 2009 dip, with Americans spending \$66.28 on average for the holiday on items such as costumes, candy and decorations, the National Retail Federation reported last month.

That amount is a significant jump from last year's \$56.31, and is back up to 2008 levels.

Retailers selling costumes are expected to benefit from the rise in spending, with four out of 10 people planning to don a costume, the highest percentage of people in the survey's history.

Jimenez's store, which is open from mid-September to Halloween, saw a 20 percent decline in sales in 2008 from the year before, she said. Her store expects sales this year to at least match that of the past two years.

Customers are shopping for costumes, but continue to watch their spending closely, she said. Shoppers are making costumes at home and coming into the store to accessorize or buy outfits without the trimmings.

"Usually we can upsell people on getting additional accessories,

shoes, stockings," Jimenez said. "It doesn't seem like everybody can afford to. They're keeping in mind their budgets more."

Linda Sutherland, owner of Fun Corner, a year-round costume store in San Bernardino, said her business is seeing more sales than last year. Customers this year are ready to spend more than last year, she said. They are choosing, for example, to add a petticoat to an "Alice in Wonderland" dress, she said. Sutherland has owned the shop with her husband since 1984.

"It's been very, very difficult - a lot of (costume shops) have gone out of business. We're a niche market," Sutherland said. "But so far this year we seem to be up."

Despite the rough economy and cutbacks in spending, consumers are still willing to open their wallets to feel good on Halloween, Sutherland said. Halloween is the only "me" holiday where

consumers' spending is focused on themselves, she said.

"A guy without a lot of money can have just as much fun as the guy with a great job," Sutherland said.

"Toy Story," "Alice in Wonderland" and vampire costumes are in demand this season, she said.

Get 30 tablets of CIALIS for daily use free.

FREE trial of CIALIS >>

CIALIS is indicated for the treatment of erectile dysfunction.

> Patient Information
> Prescribing Information

Important Safety Information for CIALIS® (tadalafil)

Do not consume alcohol in excess with CIALIS, as this may increase your chances of getting dizzy or lowering your blood pressure. CIALIS does not protect against sexually transmitted diseases, including HIV.

- The most common side effects with CIALIS were headache and upset stomach. Backache and muscle ache were also reported, sometimes with delayed onset.
- In the rare event of an erection lasting more than 4 hours, seek immediate medical help to avoid long-term injury.

FREE trial of CIALIS >>

Get 30 tablets of CIALIS for daily use free.

FREE trial of CIALIS >>

CIALIS is indicated for the treatment of erectile dysfunction.

> Patient Information > Prescribing Information

Important Safety Information for CIALIS® (tadalafil)

- The most common side effects with CIALIS were headache and upset stomach. Backache and muscle ache were also reported, sometimes with delayed onset.
- In the rare event of an erection lasting more than 4 hours, seek immediate medical help to avoid long-term injury.

FREE trial of CIALIS >>

CLICK PLAY TO HEAR STORY!

... or choose from all podcasts on this site

More News

- Biane's Mexico trips lead to new policy
- Homes prices up in region
- Local business owners, builders tied to anti-Rutherford committee
- San Bernardino councilwoman complains about police chief
- Additional Swertfeger requirements dropped
- Getting into the giving spirit
- Carter, Ensley squaring off for 62nd Assembly post
- Crime and public safety, October 23
- Deputy's son gets probation in fatal shooting
- Local briefs, October 23
- Fly in the ointment
- Local Job Corps students use day to make a difference

- amirerence
- Nightingale offers third choice

BOOKMARK
 Print
 Email
 Font Resize
 Return to Top

Local businesses related to this subject [view all](#)

[Villas At San Bernardino](#)
Senior & Assisted Living | San Bernardino CA 92405

[Toyota Of San Bernardino](#)
Automobile - Dealers - Ne | San Bernardino CA 92408

[Kenco Heating & Air](#)
Heating And Air Condition | Highland CA 92346

[advertise your business here](#)

SHARE YOUR COMMENTS

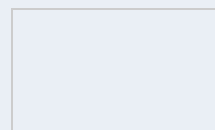
Type in your comments below

Name
(appears on your post)

Comments

Characters left: 4000

Type the numbers you see in the image on the right:



*Please note by clicking on "Post Comment" you acknowledge that you have read the [Terms of Service](#) and the comment you are posting is in compliance with such terms. **Be polite.** Inappropriate posts may be removed by the moderator. Send us your feedback.*

[Business Plan Writers](#)

Nationally recognized firm. Over 1000 successful clients.
www.MasterPlans.com

[Lean Six Sigma Management](#)

Purdue University Lean Six Sigma Green Belt 100% Online.
www.collegenetwork.com/6Sigma

[Become an Executive Coach](#)

High six-figure income potential. Great training &
www.centerforexecutivecoaching.com

Ads by Yahoo!