

July 20, 2023



# Halloween Has Arrived: Michaels Launches the Season with 100 Days to Halloween

**Halloween product is arriving at the creative destination, with the first décor drop hitting July 21, just in time for the 100-day countdown to Halloween**

IRVING, Texas, July 20, 2023 (GLOBE NEWSWIRE) -- [Michaels](#), the destination for all things creative, today announced its “**100 Days to Halloween**” campaign, kicking off with an early drop of its eagerly awaited Halloween décor collections online and in-stores on Friday, July 21. With Halloween DIY supplies and componentry across multiple categories arriving in stores, Michaels is the one-stop-Halloween shop for all who celebrate the season, from the casual to the hardcore enthusiast and everyone in between.

July 23 marks the official 100-day countdown to Halloween and the date customers can [preview all four](#) of Michaels’ exclusive, trend-forward Halloween decor collections online, with each collection becoming shoppable as they hit stores over the coming weeks.

“Halloween is a holiday unlike any other for the way it includes and appeals to everyone - our customers eagerly await our seasonal product drops that range from the most whimsical to the scariest themes,” said Mandi Clark, Michaels’ lead trend & design expert. “To officially kick off this festive time, we’ve launched ‘100 days to Halloween’ to give every type of Halloween fan creative ways to make this spooky season the best ever.”

The first collection dropping on July 21 is **Electric Halloween**, featuring classic and wholesome icons like kid-friendly ghosts and jack-o-lanterns in happy neon and glow-in-the-dark finishes that are perfect for the spooky-not-scary Halloween decorator.

The wait won’t be long for the three remaining collections, which roll out between July 28 through August 18:

- **Sweet and Spooky:** It’s the year of #pasteloween! Faux pumpkins, skulls and even witches’ shoes get the on-trend treatment with hues of lavender and blush to sweeten your Halloween.
- **Wicked Garden:** For the hardcore Halloween enthusiast, this romantic and gothic décor collection leans into the trend of decorating and creating with elements of nature.
- **Witches’ Lair:** Add a paranormal flair to the #darkacademia trend with icons like spirit board planchettes, palmistry hands and crystal balls alongside skulls and ravens inspired by Edgar Allan Poe.

Alongside its seasonal décor collections, Michaels’ assortment of supplies and componentry

represents unlimited possibilities. To spark inspiration, Michaels Trend and Design experts have created the below timeline for a stress-free Halloween no matter when you begin your decorating, costuming, or party planning.

- **July 23:** 100 Days to Halloween countdown begins!
  - Begin your Halloween costume mood board – especially if you're coordinating large group costumes.
  - Start your décor shopping with the newest items dropping at Michaels.
- **August:**
  - The décor collections keep arriving; add to your finds with a theme that speak to your inner ghou! whether you're a Hallo-stan or a beige babe.
  - Party planners, now is a perfect time to brainstorm your Halloween theme, gather supplies for [DIY projects](#) and add amazing ready-made décor.
  - Have you figured out your costume? Whether going solo or with family and friends, determine your outfit and what supplies you need to make it picture perfect.
- **September:**
  - For those wanting simple costume solutions, this month is the ideal time to decide if a DIY outfit or pre-made is right for you.
  - If trick-or-treating is big in your neighborhood, build your candy stash now and plan your porch or door-scape to make it extra festive.
  - Party planners, send your save-the-dates and plan your menu and activities now!
  - With one month to go, shop décor before it's gone and enjoy spooky season to the fullest by getting a head start on decorating inside and out.
- **October:**
  - The countdown is on! Now is the time to put the finishing touches on DIY costumes or snag your pre-made costume. DIY'ers should be sure to keep trying on their costume as they create it!
  - Be the most bewitching home or apartment in your neighborhood by putting the finishing touches on your outdoor décor.
  - Practice makes perfect! Party planners might consider practicing their recipes for DIY treats and snacks before their event. Don't forget party favors!
  - Make sure your candy supplies have not been depleted by your home goblins. Restock so you won't run out!
  - Procrastinators – we've got your back. Michaels will provide great inspiration for last-minute DIY costumes for those in a pinch.

Michaels has much more inspiration and fun over the next 100 days, so be sure to visit us online, follow us on social media [@michaelsstores](#) and watch for more of our Halloween news.

### **About The Michaels Companies, Inc.**

The Michaels Companies, Inc. is the destination where all Makers get inspired, shop, learn, and create. As the largest specialty arts and crafts retailer in North America, we operate 1,290 stores in 49 states and Canada and online at Michaels.com and Michaels.ca. The Michaels Companies, Inc. also owns Artistree, a manufacturer of custom and specialty

framing merchandise. Founded in 1973 and headquartered in Irving, Texas, our mission is to empower every Maker to bring their creative dreams to life. For store locations or to shop online, please visit [www.michaels.com](http://www.michaels.com).

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/4a78115e-ed2e-4ff2-8eb7-919612f4b795>

The Michael's logo is written in a red, cursive script font.

### **Michaels Electric Halloween Decor Collection**



**The first of Michaels' four on-trend Halloween decor collections arrives in-stores and online Friday, July 21!**

Source: The Michaels Companies, Inc.