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## #CodeOrange: Michaels Kicks Off Summerween this Friday the 13th with New Trend-Defining Décor Collections

*From #Punkoween to Mad Hatter haute, the destination for everything to celebrate anything drops its coveted Halloween styles earlier than ever before*



IRVING, Texas, June 12, 2025 /PRNewswire/ -- [Michaels](#), the best place for all things creative, today unveiled its Halloween décor collections, officially ushering in the return of the viral "Summerween" phenomenon. Inspired by the latest trends in pop culture, fashion, and design, these bold new styles will be available to shop earlier than ever before, with exclusive décor launching in stores starting tomorrow, Friday the 13<sup>th</sup>, and rolling out throughout the summer. For shoppers craving a first look, previews of each collection are available now on [Michaels.com](#).

As the ultimate one-stop Halloween shop, Michaels is ready to fuel the joy of creativity all season long with everything to create anything, all at accessible prices—including new expanded offerings across seasonal fabrics, balloons, and party supplies, giving customers even more ways to create, celebrate, and decorate. With everything from hosting essentials, baking supplies, seasonal crafts, costume DIYs, "boo basket" must-haves, stylish décor, and more, Michaels makes it easy for customers to get more magic out of every moment.

"Our customers' passion for Halloween is unmatched, and the incredible enthusiasm for last year's collections made one thing clear: we had to go bigger and bolder than ever before," said Stacey Shively, Chief Merchandising Officer at Michaels. "This year, we're thrilled to deliver our most expansive and creatively daring Halloween assortment to date. From playful punk-inspired pastels and romantic haunted regency to celestial goth and twisted fairytales, each distinct collection merges the trends our customers adore with the value they expect, empowering them to bring their spookiest visions to life."

Michaels' 2025 Halloween décor collections include:

- [Trick or Treat](#) (available June 13): This playful, family-friendly collection features timeless icons like jack-o-lanterns, ghosts, and witches, in a palette of orange, black, white, and bold electric green. With charming ceramic décor, Halloween nutcrackers, and cozy sherpa pillows featuring friendly ghosts and ghastly pets, this collection delivers nostalgic charm with a modern twist.
- [Sweet & Spooky](#) (available June 13): This '90s punk-meets-preppy collection is the ultimate blueprint for a *Haunt Girl Summer*. With Y2K vibes, cheeky pop culture references, and a goth-glam twist, it's equal parts spooky and sweet. Pink and black collide in this bold update to #Pinkoween—featuring heart-eyed skulls, disco ghosts, and skeletons lounging on pool floats—for a Summerween aesthetic made for main character energy.
- [Dead Regency](#) (available July 25): This moody, regency-inspired collection evokes a ghostly ballroom with dusty purples, antique metallics, velvet textures, and faux dead florals. Crystal-draped candelabras, eerie busts, and decorative book boxes set the scene for a chillingly elegant celebration.
- [Iridescent Moon](#) (available July 25): For lovers of all things witchy and weird, this gothic-glam collection blends celestial shimmer with deep black and navy hues. Alongside ravens, potion bottles, and spell books, cheeky skeleton figurines steal the show—caught mid-pickleball match, slurping ramen, and generally living their best afterlife.
- [Alice's Adventure](#) (available August 15): This wildly original collection transforms a childhood classic into a Halloween fever dream, complete with melting clocks, mischievous rabbits, playing card motifs, and tea party chaos. Black-and-white harlequin patterns meet bold pops of red and blue, replacing traditional spooky hues with a palette that's both upscale and unexpected. With details like spiders in top hats and iconic quotes pulled straight from the story, this curiously creative collection is offbeat, enchanting, and entirely unforgettable.

For eager Halloween fans ready to shop, stay close to [Michaels.com](https://www.michaels.com) and check your local store to shop the collections once they hit shelves. Follow us on social media [@michaelsstores](#) for more.

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

At The Michaels Companies Inc., our purpose is to fuel the joy of creativity. As the leading destination for creating and celebrating in North America, we operate over 1,300 stores in 49 states and Canada and online at [Michaels.com](https://www.michaels.com) and [Michaels.ca](https://www.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, Michaels is the best place for all things creative. For more information, please visit [www.michaels.com](https://www.michaels.com).

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The logo for Michael's is written in a large, red, cursive script font. The word "Michael's" is followed by a small registered trademark symbol (®).

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