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Michael's Unveils "Hobbyween," Fueling Growing Demand for Hands-On Halloween Creativity

Largest seasonal crafting assortment to date features hundreds of exclusive DIY projects across crochet, embroidery, Paint by Number, group crafts, and more

- Michael's launches its largest Halloween crafting collection to date, introducing hundreds of exclusive projects across trending categories like fiber arts, Paint by Number, and group party kits.
- Search trends on Michaels.com signal that creators are embracing the season earlier than ever, with "Summerween" searches jumping 530% and Halloween crochet kits up 583% year over year.
- Guided by insights from Michael's *2026 Creativity Trend Report*, "Hobbyween" celebrates a cultural return to analog pastimes, supporting the 70% of Michaels shoppers who handcraft their seasonal décor.

IRVING, Texas, Aug. 31, 2026 /PRNewswire/ -- [Michael's](#) is fueling the joy of creativity and celebration this Halloween with the introduction of "Hobbyween," celebrating the season through hands-on hobbies, fiber arts, and personalized decor. Building on the momentum behind Summerween, Michael's largest Halloween crafting assortment to date offers hundreds of exclusive projects—from spooky crochet and embroidery to Paint by Number, group craft kits, and DIY home accents.

"Hobbyween" reflects a broader cultural shift toward analog pastimes and nostalgic traditions, as identified in Michael's [2026 Creativity Trend Report](#). While 70% of Michaels shoppers say they DIY their own Halloween décor, that enthusiasm is also driving significant year-over-year search spikes on Michaels.com:

- **Earlier Seasonal Searches:** Searches for "Summerween" skyrocketed 530% in May compared to the prior year, signaling that customers are embracing Halloween well before October.
- **Spooky Stitching:** Searches for Halloween crochet kits increased 583%, while searches for Halloween embroidery and cross-stitch each surged nearly 400% year over year.

"Summerween is about celebrating Halloween early, but Hobbyween is about celebrating it more creatively," said Stacey Shively, Chief Merchandising Officer at Michael's. "Consumers are embracing the longer Halloween season as an opportunity to discover new crafts and build hands-on traditions together. That's what makes Hobbyween so exciting, it gives

everyone a new way to make Halloween their own."

Highlights from Michaels' 2026 ["Hobbyween" Assortment](#) include:

- **Grandma's Crafts Get a Spooky Makeover:** Fiber arts and heritage hobbies step into the spotlight with expanded beginner-to-advanced kits across crochet, embroidery, cross-stitch, and punch needle. Backing this trend, needlepoint searches on Michaels.com climbed 251% year over year.
- **Paint by Number Gets a Halloween Refresh:** Michaels is expanding one of its fastest-growing categories with new Marker, Embossed, and Framed Mini Paint by Number kits—making it easy for all skill levels to turn Halloween art into finished keepsakes.
- **DIY Décor Makes Halloween Personal:** An expanded selection of unfinished surfaces and raw materials gives customers everything needed to create custom, one-of-a-kind seasonal home displays.
- **Mystery Crafting Adds a Little Surprise:** New Halloween mystery craft kits tap into the popularity of blind boxes while putting a creative twist on the format. Each kit features a surprise design across a range of project types, including diamond art, Paint by Number and more, turning the reveal into part of the creative experience.
- **The Craft Night Becomes the Halloween Party:** Hobbyween is better together. With searches for group craft kits up 52%, new paint party multipacks and shareable projects cater directly to Halloween craft nights and "Boo Basket" gatherings.

Michaels' 2026 Halloween crafting assortment is available now in all stores and online at [Michaels.com](#) and [Michaels.ca](#). For more seasonal inspiration, project ideas and Halloween trends, follow @michaelsstores on Instagram and TikTok.

About The Michaels Companies, Inc.

At The Michaels Companies Inc., our purpose is to fuel the joy of creativity and celebration. 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](#) 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, Michaels is the best place for all things creative. For more information, please visit [www.michaels.com](#).

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**Methodology: Consumer trend insights are based on Michaels' 2026 Creativity Trend Report, which combines proprietary Michaels' customer data with third-party search trend analysis to identify emerging creative and seasonal behaviors. Year-over-year comparisons reference the time periods analyzed for the 2026 report.*

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