

“A Haunt for Costumes – Halloween is emerging as the new Christmas, and Frazetta’s in E-burg has followed the trend”

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If it is Halloween-related, and they don’t have it, it might not be out there for sale.

That is the feeling you get when you walk into Frazetta’s Fantasy Costumes on 186 Courtland St. in East Stroudsburg. Nearly every costume, decoration and accessory can be found there.

You want scary? They certainly have scary. Are the kids driving you crazy to find that one perfect Batman costume or princess costume? It’s there. Did you just find out that your wife has offered you to play Elmo at her niece’s birthday party? Frazetta’s has plenty of character rentals.

The hearse parked out in front of the store sets the scene and draws in quite a crowd. Once you are in the store, the spirit of Halloween grabs you and doesn’t let go.

“I’ve had the hearse since 1995. It is a 1965, the same one that was used in the “Addam’s Family” It certainly gets some attention,” owner Bill Frazetta said.

The store is open year-round, but this time of year draws the most foot traffic. Even though the economy is hurting many businesses, Frazetta’s doesn’t worry too much about it.

“The economy has affected sales a bit, but not too much,” Frazetta said. “I went crazy with the advertising and discounts, so it made up for some of the loss due to the economy.”

The store opened in 1981, and business has been going strong since. Growing up with two artistic parents helped to carry the dream of this business for Frazetta.

“I grew up around my dad’s artwork. He is a fantasy illustrator. My mother is an interior decorator,” Frazetta explained. “Being around creative parents helped this along. I also love dressing up and seeing other people happy when they are living out their fantasies.”

His father, Frank, has a museum in Marshalls Creek. His artwork has helped Bill on the journey of having the costume shop. Lining the walls of the hallway in the building, you can see just what Frank has accomplished.

The atmosphere says it all: spooky decorations as well as the thousands of different costumes of all types and sizes make for one happy Halloween fan.

There are costumes for everyone in the family including babies, children, teens, mom and dad, even the family dog. Besides costumes, custom customers can find plenty of decorations and accessories for that perfect Halloween celebration.

“We’ve got the serious decorations to make a house look right out of a movie. We do it right,” Frazetta said. “We also have the simple stuff for those that want to decorate for a child’s party.”

With serious props, such as a full-sized man in an electric chair, the ambience begins as you enter the store. Plenty of larger-than-life decorations hang from the ceiling such as the creepy spider with big teeth. Fake blood that can be used over and over lines the counter and serves as a great prop for the serious Halloween fan.

“We demonstrate what we sell, like the blood, and no one else does that,” Frazetta said.

This holiday seems to be growing in popularity every year. “I think that Halloween is growing so fast that it is kind of outdoing Christmas in a way. I think the hard times economically are making this a holiday where not a lot of money needs to be spent and you can really let loose and have fun with it,” Frazetta explained.

So what are the hottest costumes this year?

“The Joker from the new ‘Batman’ movie is a hot seller. Kids are even being the Joker this year,” Frazetta said. “Star Wars’ has been huge this year, too. The new ‘Star Wars’ came out earlier this year, but everyone wants the old ‘Star Wars’ stuff.”

With the presidential elections right around the corner, one might think that dressing up as Barack Obama or John McCain’s so far. I think maybe they will start to sell faster as it gets closer,” Frazetta said. “I have not sold one Hillary mask yet, though.”

Plenty of folks are still dressing up as a classic Halloween character. “Michael Myers and Freddy Krueger never die down. They are always popular,” Frazetta said. “Pirates are still going strong since the first ‘Pirates of the Caribbean’ movie.”

A newer trend in women’s costumes is the sexy version of anything and everything. Sexy pirates, police officers and even animals such as rabbits or cats are all the rage among adult women.

“I asked one girl why she wanted her butt to hang out of her costume and she told me it was because Halloween is the one day of year she can get away with it,” Frazetta explained. “I have regular customers that come from Boston, New York and other farther away places.”

East Stroudsburg University student Jaried Drey was in the market for a Halloween costume and decided to try out Frazetta's for the first time.

"I just came to look around and see if I could find a costume. This place is really cool," he said.

With nearby Sherman Theater showing the "Rocky Horror Picture Show" again this year, some are coming in looking for costumes such as Dr. Frank-N-Furter or Magenta. "Unfortunately, I don't carry any of those costumes right now. The show is great, though," Frazetta said.

For the extreme Halloween lover, Frazetta's is the place to be. Hard-to-find costumes and decorations that can only be dreamed up are waiting there to provide a big scream.

"We are trying to help out a little because of the economy, so ask for our coupon specials at the counter," Frazetta said.