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360 DEGREES OF SEXY!

Delicious Sexywear of New York debuts 1st ever video costume collection catalog

MELVILLE, NY (March 2, 2011) – Delicious Sexywear of New York, a division of Rubie's Costume Company Inc. launched the industries 1st ever virtual catalog with the 2011 Delicious Costume Collection. This groundbreaking video showcases gorgeous women, playfully modeling each costume from front to back and side to side. The 360 degree aspect allows the viewer to enjoy the intricate details of the costume as well as the exceptional fit. Not only will the customer take pleasure in the site of beautiful models accompanied by a delightful song, the video also incorporates name and item number of each costume for easy reference.

"With technology advancing every year, it made perfect sense to offer our catalog on-line and in a DVD format," stated Patty Gatto, Delicious National Sales Director. "It allows the viewer to see our superior fit and outstanding fabric quality, while offering a playful element that exudes an individual sense of style."

Keeping up-to-date with the social media craze, Delicious posted the 8 and ½ minute video on YouTube as well as the company's official Facebook page for everyone to enjoy. In addition, customers will be allowed to share the 2011 virtual catalog at the retail level for the upcoming Halloween season. So what does the future hold for the ever-changing industry? The trendsetting forces behind Delicious will continue to plan and develop new and innovative ways to market sexy costumes to the growing female demographic. It's this entrepreneurial spirit that will keep Delicious on the forefront of Halloween fashion for years to come.

About Us

Delicious Sexywear of New York, a division of Rubie's Costume Company, Inc. is an international designer, manufacturer and wholesaler of sexy Halloween costumes. Delicious provides top-quality costumes that are inspired by NYC's Fashion district, designed by Fashion Avenue trained designers, pattern-makers and fabric buyers. Offering over 130 unique designs, Delicious also includes costumes officially licensed by Playboy®. As one of the most iconic brands in the world, Delicious by Playboy offers highly styled, ultra-feminine costumes that are beautifully showcased in upscale packaging. For more information please visit www.delicioussexywear.com or call 516-281-2800.