

MARTHA STEWART : CRAFTS™

Halloween Highlights

Nobody does Halloween quite like Martha Stewart, as evidenced by the new Martha Stewart Crafts Halloween product line.

The line includes unique embellishments, themed party decorations, clever invitations, food packaging, and products inspired by favorite projects featured in Martha Stewart publications.

FOOD PACKAGING

Taking a cue from the popularity of Martha Stewart Crafts food packaging products launched this spring, the Halloween line introduces new coordinating treat bags, gift labels, tissue wrapping paper, and a colorful assortment of baker's twine. It also features a **cupcake box kit (MSRP \$.....)** containing 6 single-serving gift boxes with inner trays, labels and skull-and-crossbones seals.

PARTY INVITATION KITS

Those wishing to make an unforgettable statement will choose the wickedly entertaining **"reminder finger" invitations (MSRP \$.....)**. A mysterious black box opens to reveal a ribbon-clad finger set upon a bed of shredded paper. The kit includes 6 each of resin fingers, black boxes, and black insert note cards, plus black ribbon, shredded paper and a gel pen with metallic silver ink.



The **mad scientist invitation kit (MSRP \$.....)** dares invitees to open creepy specimen mailers sent from the laboratory of Dr. E. Vil Genius. A ghastly array of coordinating party accessories can be purchased separately. Top picks: skull-and-crossbones food toppers, cautionary **beverage labels (MSRP \$.....)** to disguise your wine and spirit bottles, and **test tube party favors (MSRP \$.....)** to fill with candy, Martha Stewart Crafts spider-shaped confetti, or your own ghastly concoction.



GLITTER AND DECORATIONS

Martha's affinity for all things glittered sparked the creation of two Halloween themed **glittering sets (MSRP \$.....)**. The glitter sets feature generous, 1.5oz portions of three complementary glitter colors and a 4oz bottle of Martha Stewart Crafts glittering glue with brush applicator. One set is designed to glitter pumpkins and gourds; the other, to glitter creepy creatures and bones.



The **creepy creature decoration set (MSRP \$.....)** includes 24 assorted spiders and insects. The crawly critters become true party animals when glittered.

Martha Stewart's **skull and bone decorations (MSRP \$.....)** are made even more eerie when glittered. The set includes 2 skulls and 2 jaw bones, 6 small bones and 6 large bones. Scattered on a table or displayed in glass bowls, they are the essential accessories for any haunted house.

