

Blade & Rose – Halloween Collection

Blade & Rose proudly enters its Halloween Collection, a standout seasonal range that has become a firm favourite with families, retailers, and gifting destinations nationwide. Designed specifically for a fast growing seasonal celebrations in the UK, this range brings together comfort, creativity, and high-impact halloween design making it a perfect fit for the Festive & Occasions category.

With Halloween now a major retail moment for nurseries, playgroups, garden centres, and pumpkin patches, parents are increasingly seeking themed outfits that are both photo worthy and practical for all day wear. Blade & Rose delivers exactly that with its bestselling cosy leggings and top sets, crafted for comfort, easy movement, and at affordable prices..

Collection Highlights:

- **Pumpkin Set:** A cheeky, vibrant design featuring Blade & Rose's signature character-on-the-bottom leggings perfect for pumpkin picking photos.
- **Skeleton Set:** A playful, high contrast design that little ones adore and retailers report strong repeat purchases for.
- **Fluffy Spider Set with Removable Cape:** The hero of the range. Featuring a tactile fluffy spider character and a fun dress up cape, this bestselling outfit offers incredible visual merchandising impact and strong impulse buy appeal.

Available from **0–4 years** (with the Fluffy Spider Set extending to **5–6 years**), the collection caters to sibling twinning, gifting, and seasonal family outings making it an ideal seasonal must stock for garden centres, farm shops, visitor attractions, and lifestyle retailers.

Why Retailers Love It:

- **High sell through during Halloween events**, pumpkin picking weekends, and themed nursery days.
- **Instantly giftable**, perfect for grandparents, aunties/uncles, and friends seeking a unique seasonal present.
- **Comfort-led design** ensures all-day wear for parties, playgroups, and outdoor adventures.
- **Strong photo appeal**, driving organic social sharing and repeat purchasing.

Comfortable, playful, and irresistibly spooky, the Blade & Rose Halloween Collection elevates seasonal gifting for babies and toddlers making every October celebration memorable, magical, and retail ready.