

## Top-10 Most-Wanted Costumes and Apparel

### Fairy Ballerinas and Aspiring Astronauts Take the Stage

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In February 2009, *TDmonthly Magazine* spoke with 52 specialty retailers around the country about their sales of dress up, costumes and children's apparel. Overwhelmingly, the most popular items mentioned come in pink, tulle and ribbon.

“All things little girl,” as Mary Ellen Cerney, owner of Dear Friends and Children in Duncan, Okla., noted.

However, real-life costumes, such as emergency and construction workers from companies like **Aeromax** and **Melissa & Doug**, also earn their keep in retailer's stores.

“Realistic role-playing sets do best for us,” Marilyn Walker said of the sales in her Boulder, Colo., store, Play Fair Toys. Here are the top-10 best-selling dress-up and costume items:

#### [Jr. Astronaut](#) by AEROMAX INC.

This top quality Astronaut Suit is sure to please any little space traveler. Its official look and feel make it seem like it's real. It also comes in Bright Orange, and includes an official NASA special commander patch and an official embroidered NASA cap. This product received the Oppenheim Toy Portfolio Platinum Award for 2007. Launch date: May 2006.



— “They have the best quality on the market,” said Diane Robinson, who listed the Jr. Astronaut costume as the top-selling dress-up item in her Essex, Mass., store, [Silly Goose](#).

— “The higher-priced items that do well are from Aeromax, because of their quality and authenticity,” said Ray Goodhart, president of Ages and [Stages Toy Box](#) in Arvada, Colo.

— “They are top notch in quality,” Patti Tepper-Rasmussen, owner of [Learning Tree Toys, Books and Games](#) in Oklahoma City, Okla., observed of Aeromax's costumes in early 2009. 9/21/2006 (Price: \$49.95; Age: 2 to 12) [[Add to my Inquiry Basket](#)][?]