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NEW BLOG POST: [The Power of Local Marketing: Embracing Cost-Effective Local Partnerships in the Restaurant Industry](#)



Gothika x Softlens Optical

The recent collaboration between Gothika and Softlens introduces a captivating range of spooky contact lenses just in time for Halloween. Key points of this release include a wide selection of eerie and mesmerizing designs, perfect for adding an extra layer of mystique to costumes. Additionally, these lenses prioritize comfort and safety for wearers, making them an ideal choice for those looking to complete their Halloween look with a touch of the macabre.



NYX Cosmetics x Universal Studios

NYX Makeup's collaboration with Universal Studios is a captivating fusion of beauty and classic monsters. This unique partnership has resulted in a Halloween makeup collection inspired by Universal's iconic monsters like Dracula and the Mummy. The campaign features these striking, spooky looks, allowing makeup enthusiasts to embrace their favorite monsters in style and transform themselves into creatures of the night with ease.



Archie Comics x Halloween

The Archie Comics and Halloween franchise collaboration merges Riverdale characters with the terrifying Michael Myers. This innovative partnership brings together the beloved characters of Riverdale, including Archie, Betty, Veronica, Jughead, and Sabrina, with the terrifying Michael Myers from the Halloween series. It features stunning artwork showcasing unexpected crossovers, as Archie and friends enter chilling Halloween scenarios. This imaginative blend of teen drama and classic horror promises a thrilling comic experience for fans of both universes.

