



**DOWNTOWN KNOXVILLE
HALLOWEEN LOOKBOOK
2021**





SAINT HELENS, OREGON

We're planning for Halloween and hope you'll join us.

As the second busiest holiday season of the year, Halloween is a great opportunity to encourage people to safely visit downtown. We have some fun things planned with lights, photos ops, and Halloween surprises throughout the month of October. We're keeping it family-friendly, and hope you'll join us in creating a unique downtown experience with as many ghosts, spiders, bats, and jack-o'lanterns as our city can take!

To help you quickly and cheaply add some spook to your space, we've pulled together this Lookbook (including links to purchase) with ideas for decorating storefronts and public-facing spaces. Plans are that 2021 will be the start to a tradition of similarly-themed Halloween décor - making Downtown Knoxville the place to be to celebrate the season.

LET'S SPOOK IT UP!



BASIC COLORS

When all else fails, Halloween has some distinct colors and patterns associated with it. From streamers to paper signs, simply incorporating the elements here will immediately associate your business with the spookiest of seasons.



Primary Halloween colors consist of a bright, pumpkin-like orange (not too different from a certain local University's orange we know of), as well as jet black and white.

Secondary / Accent Halloween colors consist of a bright "witches' purple" and a light 'monster' or 'slime' green.

Tip: Simply displaying items you already own so that these colors dominate will still set a seasonal mood!



BASIC PATTERNS



Stripes: sometimes associated with Witch's socks, horizontal orange & black stripes (sometimes with purple) are iconic. Vertical black and white stripes can feel like prison bars or creepy tree trunks, and slanted tri-color stripes can add motion to your decor.

Chevrons: Somehow, chevron patterns have become associated with Halloween. Maybe it's because it resembles the jagged look of a Jack O' Lantern's smile, or maybe it's something else. Whatever the reason, Halloween & chevrons now go hand-in-hand.



Others: Two other viable patterns that have become common in Halloween motifs are diamonds and dots. These patterns tend to allow more use of purples and greens than chevrons or stripes, but with any of these patterns, you will stay spooky all Halloween long!

These are great examples of how to use some Halloween patterns!

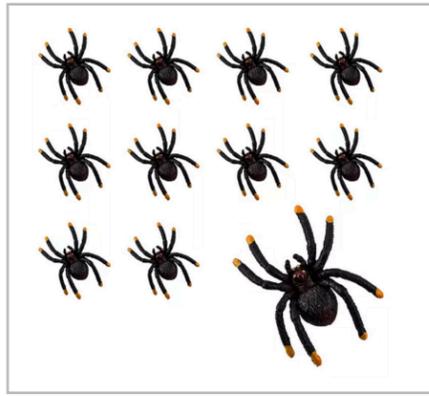


CLASSIC THEMES: CREEPY CRAWLIES & FURRY FIENDS

Along with ghosts and skeletons, there are plenty of animals that find their home in the Halloween season. Spiders, snakes, black birds, and bats are just some of the creatures that you can add to your displays that will send shivers down the spines of anyone that walks by your location!



Large Spider (4'): \$11
Item #SP1



Mini spiders - 36 count: \$5
Item #SP2



2.1 ounce bag of cobwebs: \$5
Item #SP3



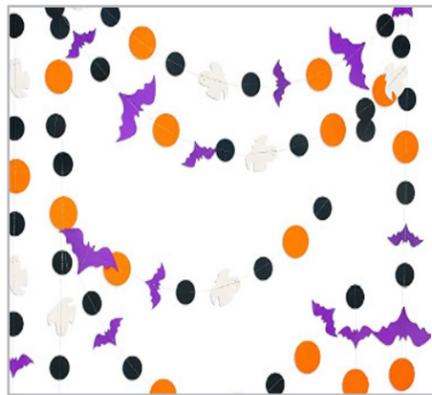
Large Spider Stickers: \$10
Item #SP4



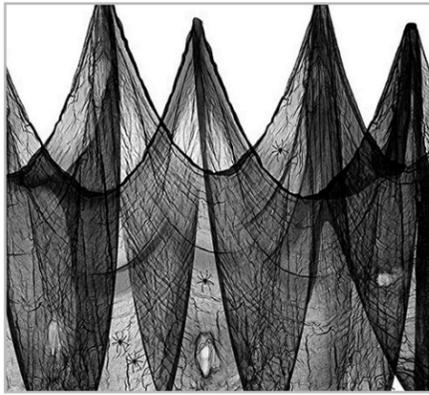
Bat Cutouts - 30 count: \$8
Item #BT1



BOO Bat Banner Garland: \$10
Item #BT2



Bat Garland - 39': \$13
Item #BT3



Creepy Cloth: \$8
Item #CC1



Tinsel & Wire Black Cat: \$2
Item #CT1



See Index for all item info and links.

CLASSIC THEMES: ITS COOL TO BE A GHOUL

Halloween is the one time of year when the afterlife is front and center, and when we take our fears of death and flip them on their head. From skeletons to tombstones to ghosts, showing off the great beyond will immediately identify your business as ready for the spookiest season of them all.



Hanging Skeleton (35"): \$13
Item #SK1



Mini Skulls (1.5"x2") - 18 ct: \$5
Item #SK2



Tombstone (8"x12"): \$3
Item #CM1



Set of 5 Ghosts - 17": \$15
Item #GH1



Ghost Pom Garland - 3 Pc: \$11
Item #GH2



Ghost Wreath: \$23
Item #GH3



Ghost Banner - 2 set: \$11
Item #GH4



Mini Hanging Reaper (12"): \$1
Item #GH5



Large Hanging Reaper (7"): \$10
Item #GH6



See Index for all item info and links.

SHOWPIECE OF THE SEASON: THE JACK O' LANTERN

Christmas has the tree, Thanksgiving has the turkey, and St. Paddy's Day has the pot of gold. The iconic symbol and centerpiece for any Halloween display, though, is the Jack O'Lantern. Whatever style or scheme you go with, you can never go wrong by incorporating one (or many!) of these fearful pumpkins into your layout.



Paper Lanterns - 10ct: \$10
Item #JL1



Cardstock Garland (5'): \$9
Item #JL2



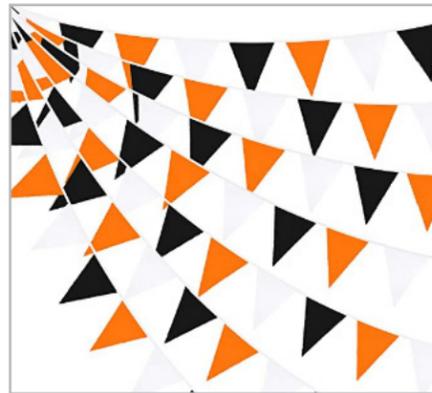
Light-Up 9"x9" Lantern: \$22
Item #JL3



Mini Lights (10 lights, 11'): \$22
Item #JL4



Real Pumpkin: \$8 (Kroger)



Halloween Pennants - 32': \$15
Item #JL5



Inflatables (7' long by 3' tall): \$44
Item #JL6



See Index for all item info and links.

OTHER TREATS

Below you'll find a sampling of other items that can help you make your storefront or public-facing area spooky for the entire Halloween season. These items are budget-friendly (with two more moderately-priced items at the end) and can go a long way to spread the fun, ghostly vibes throughout any area you choose!



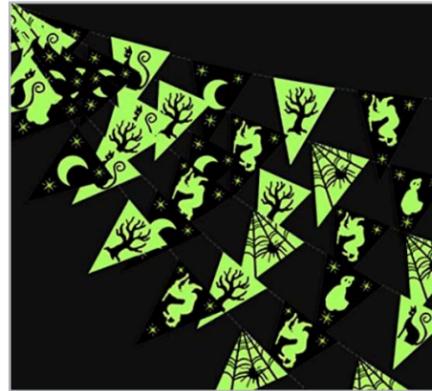
8" cauldron (empty): \$4
Item #OT1



Paper fan set: 14 pc - \$13
Item #OT2



All Hallows Eve Banner: 12' - \$7
Item #OT3



Glow-in-the-dark Pennants: \$10
Item #OT4



Paper fan set 2 - 13 pc: \$8
Item #OT5



Paper Chandelier - 23"x16": \$9
Item #OT6



Hanging Lanterns (various colors):
3 ct - \$7 Item #OT7



Halloween Glitter Dots (52'): \$11
Item #OT8



Halloween Ornament Wreath: \$22
Item #OT9



See Index for all item info and links.

Extending the Season: leaves, gourds, & harvest decor

The great thing about the Halloween season is that it falls in the middle of Autumn, so some key things you use to decorate your spaces in October can also be used to decorate them in late September and until Thanksgiving. Leaves, hay, and pumpkins are great examples of ways to extend the shelf lives of your decor!



Hay Bale - 1ct - 24"x12"x12": \$27
Item #AUT1



Glitter Maple Leaf Garland - 6': \$7
Item #AUT2



Leaf Garland Lights - 80": \$14
Item #AUT3



Fake Gourd Set: \$13
Item #AUT4



Mini Pinecones - 24ct: \$8
Item #AUT5



Fake Apples - 6ct: \$5
Item #AUT6



'Happy Fall' Banner - 6': \$8
Item #AUT7



Reversible Banners: \$20
Item #AUT8



Wheat Sheave Stems - 100ct: \$13
Item #AUT9



Replacing cobwebs and ghosts with fake harvest foods, and changing black elements for dark reds and browns make transitioning from Halloween to November an easier and natural task.

Note: All items and prices are available and current as of the publication of this guidebook at the start of September 2021.



HAVE A SAFE AND SPOOKY HALLOWEEN!

ITEM AND PRICE INDEX WITH LINKS

ITEM:	DESCRIPTION:	PRICE:	CLICKABLE LINK:
SP1	Large spider - 4 foot	\$11	Buy this Spider item
SP2	Mini spiders - 36 count	\$5	Buy this Spider item
SP3	Stretch cobwebs	\$5	Buy this Spider item
SP4	Sheet of Large Spider Stickers	\$10	Buy this Spider item
BT1	Bat Cutouts - 30 count	\$8	Buy this Bat item
BT2	BOO Bat Banner String	\$10	Buy this Bat item
BT3	Multi-colored Bat & Dot Garland	\$13	Buy this Bat item
CC1	Creepy Cloth - 14 yards	\$8	Buy this Cloth item
CT1	Tinsel Black Cat - 12"x12"	\$2	Buy this Black Cat item
SK1	Hanging Skeleton - 35"	\$13	Buy this Skeleton item
SK2	Mini Skulls - 1.5"x2" - 18 count	\$5	Buy this Skeleton item
CM1	8x12 foam RIP tombstone	\$3	Buy this Cemetery item
GH1	Set of 5 Hanging Ghosts - 17"	\$15	Buy this Ghost item
GH2	Ghost Pom Garland - 3 piece	\$11	Buy this Ghost item
GH3	Ghost Wreath	\$23	Buy this Ghost item
GH4	Glitter Ghost Garland - 2 set	\$11	Buy this Ghost item
GH5	Small Hanging Reaper	\$1	Buy this Ghost item
GH6	Large Hanging Reaper	\$10	Buy this Ghost item
JL1	10" Paper Lanterns - 10 count	\$12	Buy this Jack O' Lantern item
JL2	Cardstock Garland - 5 feet	\$9	Buy this Jack O' Lantern item
JL3	Plug-In Jack O' Lantern - 9"x9"	\$40	Buy this Jack O' Lantern item
JL4	String of mini-lights - 11 feet	\$22	Buy this Jack O' Lantern item
JL5	Halloween Pennants - 32 feet	\$15	Buy this Jack O' Lantern item
JL6	Large Inflatable Jack O'Lanterns	\$44	Buy this Jack O' Lantern item
OT1	Mini 8" Witch Cauldron	\$4	Buy this Other item
OT2	Paper Fan Set - 14 pc	\$13	Buy this Other item
OT3	All Hallows Eve Banner - 12'	\$7	Buy this Other item
OT4	Glow-In-The-Dark Pennants - 33'	\$10	Buy this Other item
OT5	'All Hallows' Paper Fan Set - 13 pc	\$8	Buy this Other item
OT6	Paper Chandelier - 23"x16"	\$9	Buy this Other item
OT7	Hanging Paper Lanterns - 3 set	\$7	Buy this Other item
OT8	Halloween Glitter Got Garland	\$11	Buy this Other item
OT9	Halloween Ornament Wreath	\$20	Buy this Other item
AUT1	Hay Bale - 24"x12"x12" - 1 count	\$27	Buy this Autumn item
AUT2	Glitter Leaf Garland	\$7	Buy this Autumn item
AUT3	Leaf Garland Lights	\$14	Buy this Autumn item
AUT4	Fake Gourds	\$13	Buy this Autumn item
AUT5	Mini Pinecones	\$8	Buy this Autumn item
AUT6	Fake Apples - 6 count	\$5	Buy this Autumn item
AUT7	Happy Fall Banner	\$8	Buy this Autumn item
AUT8	Reversible Banners	\$20	Buy this Autumn item
AUT9	Wheat Stems - 100 count	\$13	Buy this Autumn item

**DOWN
TOWN
KNOXVILLE
ALLIANCE**

 **DOGWOOD
ARTS**
presented by
ORNL FEDERAL  CREDIT UNION