

Halloween Treats

Let the Right Costume Fuel Her Fire

By Eric Martin, The Bachelor Guy

They are the words you dread every year around this time: "We've been invited to a costume party!"

She is thrilled, envisioning a night of fantasy and mystery, and all you can think about is how to avoid the humiliation of being dragged out in public dressed like an idiot.

In the interest of avoiding a lot of unnecessary drama (and unnecessary nights on the couch), I spoke with three experts - Dr. Trina Read, national sex columnist (trinaread.com), Adele Testani, Co-Founder and President of HurryDate (hurrydate.com), and April Masini, author of the best-selling books *Date Out of Your League* and *Think & Date Like a Man* (askapril.com) - to give me some good reasons why you should just swallow your pride and put on the pirate hat.

First, they tell me, you have to understand that, like many women, your woman has elaborate fantasies (seen the covers of romance novels?), but rarely gets a chance to act on them.

"Many women love to push their dreary,

minutia-driven daily persona aside and become a sexy alias," Dr. Trina explained.

"Halloween is the only day of the year when we have an excuse to pretend to be someone we're not," added Testani. "By dressing up, we have an excuse to act like our character, and to do things we may not have done if we weren't wearing a costume."

Hmm, it's like dating a whole different woman for a night. Legally. Score one for costumes.

April adds, "Putting on a costume gives people 'psychological permission' to behave differently than they normally do. Wearing something sexy, silly, or mysterious evokes feelings in the costume wearer, and these evoked feelings can lead to new behaviors like sexiness, silliness, mystery, etc."

Sexy new behaviors? Costumes - 2. Public humiliation - 0.

"Women are attracted to men who are outgoing and put themselves out there," says Dr. Trina. "For example, the guy who gets up

on the dance floor and does the white-man-overbite is far more sexy than the sulky guy in the corner nursing his beer."

Three strikes and we are out. The ladies win.

So now you've got to find the right costume. Something you won't feel like a fool wearing, yet will really fuel her fantasy fire.

I turned to Shirley of Hollywood (shirleyofhollywood.com), a 60 year-old, L.A.-based lingerie company that has been creating incredibly sexy and finely detailed costumes for over 25 years. Eric Schlobohm, Shirley's International Sales Director, gave me his suggestions, pictured below, for making this your hottest Halloween ever.

Eric Martin will be celebrating this Halloween with Candy. And Cheyenne. And maybe Dani.



"Year in and year out one of our most popular costumes is the Pimp and Pimpette," says Eric. I guess now we know where most people's fantasies lay. Fo' shizzle.



Got a little Captain in you? "Our Captain Crook and Sexy Pirate have sold really well in response to the Pirates of the Caribbean movies," Eric says. Just go easy on the mascara, Captain Jack.



Army Girl will get you to stand at attention. Suit up in some camo of your own and get ready for some serious bedroom recon. Now drop and give her twenty.



You've got a fever. And the only prescription is the Candy Stripper. To join her, throw on a hospital gown, grab an IV stand and watch your blood pressure rise.