



JAKKS Pacific to Debut Doll Haus of Dread™ at New York Comic Con; Horror's Most Iconic Fiends Dressed to Kill

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Ghost Face, Billy the Puppet, Jason Voorhees, and Pinhead get a fashion-forward makeover this spooky season

SANTA MONICA, Calif., Oct. 05, 2026 (GLOBE NEWSWIRE) -- [JAKKS Pacific, Inc.](#) (NASDAQ: JAKK), a leading global designer, manufacturer and marketer of toys and consumer products, is debuting Doll Haus of Dread™, a bold new collector fashion doll line that transforms horror's most feared figures into high-style, display-worthy collectibles.



Launching exclusively at Walmart and Walmart.com in Fall 2026, this is horror fandom reimagined by one stitch, one slash, and one sinister silhouette at a time.

The debut lineup features dolls inspired by four of cinema's most chilling icons: Ghost Face® as seen in the motion picture *Scream*, Billy the Puppet from *Saw*, Jason from Jason Universe franchise and Pinhead from *Hellraiser*. Each 11-inch fashion doll is crafted for collectors who want their shelves to scream style, featuring franchise-authentic fashions, signature accessories and nine points of articulation for striking poses as sharp and unforgettable as the characters themselves.

"With Doll Haus of Dread™, we're reimagining some of horror's most legendary figures as collectible works of art, blending authentic franchise storytelling with elevated fashion, sculptural detail, and artistic interpretation. Each doll is carefully crafted to honor the DNA of its respective property while introducing fresh creative perspectives that resonate with both horror enthusiasts and collectors. These aren't simply dolls, they're celebrations of the characters, films, and cultural impact that have defined the genre for decades. Doll Haus of Dread™ invites fans to experience horror icons in an entirely new way, where artistry, craftsmanship, and terror coexist beautifully," said Dominick Lisi, Senior Vice President of Marketing at JAKKS Pacific.

JAKKS Pacific's Doll Haus of Dread™ lives in the details—where elevated design meets cinematic dread through beautifully crafted dolls with meticulously styled accessories. Inspired by some of the films' most iconic moments, our Jason Universe doll arrives in a slasher and summer camp-themed aesthetic complete with a signature hockey mask. While Pinhead commands the room in a Cenobite-inspired gown. Billy the Puppet steps out in a signature pinstripe tuxedo suit. Two Ghost Face dolls are available, one classic with the hooded silhouette that's haunted screens for decades and a limited-edition version, available exclusively at Walmart.com, that wears a new bling encrusted mask.

Each doll retails for \$39.97 and will hit shelves just in time for spooky season because nothing is more haunting than dolls dressed to kill.

Doll Haus of Dread™ marks the first chapter in a broader vision for Doll Haus as a unified collector destination. Beyond this debut collection, Doll Haus will expand into a house of sub-collections spanning fandom-driven properties, exclusive entertainment collections, and powerful collaborations, all

designed to build a lifestyle destination for collectors rather than a single product line. As the platform grows, JAKKS plans to deepen the collector experience through direct-to-consumer exclusives, behind-the-scenes content, and a growing presence at conventions and events.

Visit dollhaushq.com for more information and follow @dollhaushq on [Instagram](#) and [TikTok](#) for the latest updates. Find Doll Haus of Dread™ at [Walmart](#) and [Walmart.com](#) this fall.

About JAKKS Pacific, Inc.:

JAKKS Pacific, Inc. is a leading designer, manufacturer and marketer of toys and consumer products sold throughout the world, with its headquarters in Santa Monica, California. JAKKS Pacific's popular proprietary brands include Disguise®, Fly Wheels®, Charming™, Kidtopia™, Moose Mountain®, Maui®, ReDo® Skateboard Co., Sky Ball®, and Xtreme Power Dozer® as well as a wide range of entertainment-inspired products featuring premier licensed properties. Through their products and charitable donations, JAKKS is helping to make a positive impact on the lives of children. Visit us at www.jakks.com and follow us on Instagram ([@jakkspacific.toys](#)), X ([@jakkstoys](#)), YouTube ([@JAKKSPacific](#)), Facebook ([@jakkspacific.toys](#)) and LinkedIn (JAKKS Pacific).

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'Hellraiser™ Park Ave. Ent.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/a622d77e-3197-43d1-9c95-e6141c1aee11>



Doll Haus of Dread



New Doll Haus of Dread Fashion Dolls