



Disguise Announces New Yoshi Costumes Just in Time for Halloween

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POWAY, Calif., Oct. 26, 2026 (GLOBE NEWSWIRE) -- Disguise, Inc., a global leader in the costume industry and a subsidiary of JAKKS Pacific, Inc. (NASDAQ: JAKK), is debuting another beloved Mushroom Kingdom character this Halloween with the debut of an all-new collection of **Yoshi costumes**. The new assortment gives Super Mario fans of all ages an exciting new way to celebrate the iconic character.

The new Yoshi costumes join a collection of perennial favorites including Mario, Luigi, Princess Peach, Bowser and Rosalina.



The new Yoshi collection from Disguise delivers fun, playful costume designs made for fans of all ages. Kids can imagine themselves as their favorite Super Mario character for Halloween and with a variety of choices, entire families can enjoy the experience of being part of the Mushroom Kingdom. Disguise is seeing that enthusiasm translate directly into dress-up, with families and fans embracing an increasingly broad range of characters.

Since Disguise first launched its costume collection with Nintendo in 2013, the partnership has continued to expand its assortment and reach, establishing Nintendo as one of the company's leading brand portfolios. Today, the costumes are sold across North America, EMEA, Latin America and Australia, with fans dressing as their favorite characters not only for Halloween, but also for moviegoing, conventions, gaming events and other celebrations throughout the year.

"We are excited to give fans a fresh way to celebrate Yoshi this Halloween," said Tara Cortner, President and GM of Disguise. "The excitement across the entire Super Mario franchise has been consistently increasing, and we're seeing that translate into growing interest in characters beyond Mario and Luigi. From Yoshi, Bowser and Rosalina to Mario, Luigi and Princess Peach, fans are embracing the full Super Mario universe through dress-up. We're thrilled to continue bringing these iconic characters to life as we expand our long-standing partnership with Nintendo, including iconic franchises such as The Legend of Zedla, Donkey Kong, Kirby, and Pikmin."

Yoshi costumes are available now on Amazon in North America and EMEA, as well as Target, Walmart US and Canada, Meijer and [Halloweencostumes.com](https://www.halloweencostumes.com).

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).

About Disguise Inc.

Since 1987, **Disguise Inc.** has been a global leader in the dress-up and costume industry, known for creating innovative, trend-setting costumes and accessories. Headquartered near San Diego, Disguise designs and manufactures millions of costumes annually, delivering joy and unforgettable memories to kids and adults alike. Disguise partners with many of the world's most popular licensed brands and also offers an array of original, proprietary designs. Its products are distributed through major retailers, specialty shops, party stores, and seasonal pop-ups around the globe. To explore Disguise's extensive licensed costume collection, visit www.disguise.com, and follow along on Instagram [@disguise.costumes](https://www.instagram.com/disguise.costumes), X (formerly Twitter) [@DisguiseInc](https://twitter.com/DisguiseInc), and Facebook [Disguise Costumes](https://www.facebook.com/DisguiseCostumes).

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/099a8c87-e270-4b0b-a0be-db9a72f49ce7>



Disguise Yoshi Costumes



Disguise Super Mario Yoshi Costumes