

Dragon Con Cosplay Kicks Off Halloween Rush for WickedEyez Theatrical Contact Lenses

With 75,000+ fans expected for Dragon Con, WickedEyez says cosplay marks the unofficial start of Halloween contact lens season.

MARIETTA, GA, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- MARIETTA, Ga., Sept. 2, 2026 — Halloween may still be nearly two months away, but for [WickedEyez](#), the season begins much earlier.

With more than 75,000 science fiction, fantasy, gaming and pop-culture fans expected to descend on Atlanta for Dragon Con Sept. 3–7, the Marietta-based theatrical and cosmetic contact lens company is preparing for the annual surge of customers looking for one final detail to complete their cosplay: the eyes.



WickedEyez

“Dragon Con always feels like the unofficial beginning of Halloween season for us,” said Cindy of WickedEyez. “People have spent weeks or even months putting together these incredible costumes, and then they realize how much changing the eyes can transform the entire character.”

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Cindy, WickedEyez

WickedEyez supplies theatrical and cosmetic contact lenses used for cosplay, Halloween costumes, theatrical productions, photo shoots and everyday cosmetic looks. Its theatrical collection includes styles ranging from eerie

white and blackout lenses to vampire reds, character-inspired designs and vivid specialty colors.

For cosplayers, those details can make the difference between simply wearing a costume and fully becoming a character.

“You can have the wig, makeup and costume absolutely perfect, but the person looking back at you still has your eyes,” said Danielle of WickedEyez. “Once you change that, the whole look can suddenly come together. That is one of the reasons theatrical lenses have become such a popular finishing touch for cosplay.”

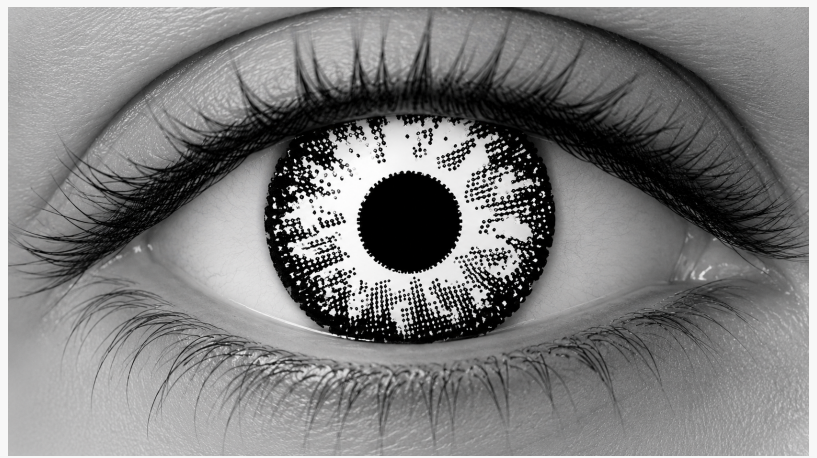
Dragon Con, celebrating its 40th anniversary this year, brings fans from across the country to downtown Atlanta for five days devoted to science fiction, fantasy, gaming, comics, film and other areas of pop culture. Elaborate cosplay has become one of the convention’s most recognizable traditions, with attendees recreating everything from superheroes and anime characters to monsters, vampires and original creations.

For WickedEyez, which operates just outside Atlanta in Marietta, the convention also serves as an early indicator that the company’s busiest time of year has arrived.

“Right after the conventions, Halloween starts moving very quickly,” Danielle said. “September is when we really start telling people not to wait until the last minute, especially if they already know what costume they’re planning.”

WickedEyez offers both non-corrective and prescription theatrical lenses, with many prescription styles available in powers from -0.50 to -6.00. The company also carries more natural cosmetic colors for customers looking for a less dramatic change.

Unlike costume makeup, wigs or other accessories, decorative contact lenses are medical devices and require appropriate prescription verification, including lenses that do not provide vision correction. WickedEyez encourages customers to allow enough time for verification, processing and shipping before a convention, party or Halloween event.



Zombie Undead by WickedEyez



Chic True Sapphire

Customers who already have a copy of their valid contact lens prescription can submit it with their order. When a prescription is not provided, WickedEyez can contact the customer's eye care provider for verification.

The company also stresses that theatrical lenses should be handled and cared for like other contact lenses, including proper cleaning, storage and following the recommendations of an eye care professional.

While zombies, vampires and other horror-inspired lenses remain Halloween staples, WickedEyez says cosplay has expanded the ways customers use theatrical lenses throughout the year.

"Halloween will probably always be our Super Bowl," Cindy said. "But cosplay has become such a big part of what we do. We get to see customers turn themselves into characters from movies, games, anime and completely original creations. Seeing the finished looks is one of the most fun parts of this business."

With Dragon Con opening in Atlanta and Halloween approaching, WickedEyez expects demand for its theatrical styles to continue increasing throughout September and October.

Customers can view WickedEyez theatrical, cosplay and cosmetic contact lenses at WickedEyez.com.

About WickedEyez

WickedEyez is a Marietta, Georgia-based supplier of theatrical and cosmetic contact lenses offering both non-corrective and prescription styles. Its lenses are used for Halloween costumes, cosplay, theatrical productions, special effects and cosmetic eye-color changes. WickedEyez serves customers throughout the United States through WickedEyez.com.

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