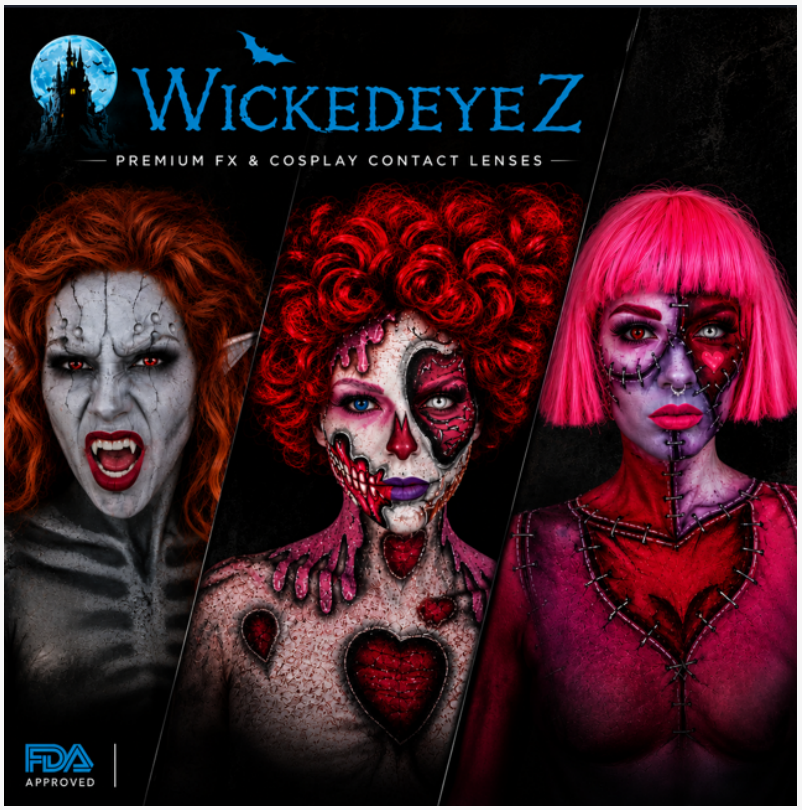
Halloween Contact Lenses Take Center Stage as WickedEyez Unveils Its 2026 Costume Favorites

MARIETTA, GA, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- From eerie white zombie eyes to dramatic vampire reds and full black transformations, Halloween contact lenses are becoming one of the finishing touches costume shoppers are turning to as the 2026 Halloween season gets underway.



WickedEyez

At WickedEyez, a Marietta-based retailer specializing in theatrical contact lenses, colored contacts and costume contact lenses, September marks the beginning of the company's biggest season of the year.

"Halloween is when people really want to transform," said Cindy of WickedEyez. "They're not just changing their clothes or putting on makeup. They want the entire character to come together, and changing the appearance of the eyes can make a huge difference."

> Halloween is what WickedEyez was made for."
>
> *Danielle, Wickedeyez*

The WickedEyez Halloween contact lens collection includes dramatic styles created for zombies, vampires, demons, horror characters, fantasy costumes, cosplay and special-effects looks.

Among the company's popular theatrical contact lenses are Zombie White, Black Out, Red Vampire, Manson, Lestat, Red Twilight, Golden Twilight and the brightly colored Angelic collection.

For shoppers searching for classic Halloween looks, white contact lenses remain a popular choice.

“White contacts can completely change someone’s face,” Danielle of WickedEyez said. “Zombie White is one of those lenses that works with so many different costumes. Zombies are the obvious choice, but customers use white lenses for demons, possessed characters, ghosts, horror makeup and all kinds of original creations.”


Zombie by WickedEyez


Red Vampire by Wickedeyez

Vampire Contacts Remain a Halloween Staple

Vampires continue to be one of Halloween’s most enduring costumes, and WickedEyez carries several red contact lens styles designed to complement everything from traditional vampire costumes to modern horror and fantasy characters.

The company’s Red Vampire lenses create a bold red-eye effect, while styles including Red Twilight offer customers additional options when searching for vampire contact lenses or red cosplay contacts.

“Red contacts are incredibly versatile,” Cindy said. “One customer may be creating a classic vampire, another is doing a demon and someone else may be recreating a character from a movie, game or anime. The same lens can become something completely different depending on the makeup and costume around it.”

Black Contacts Create a Dramatic Transformation

For costumes that call for a darker look, Black Out contact lenses provide another dramatic option.

Black contact lenses are frequently used for demon costumes, supernatural characters, horror cosplay, gothic looks and original Halloween creations.

“They're simple, but the effect is anything but subtle,” Danielle said. “Black eyes immediately make someone look different, which is exactly what a lot of people are looking for when they're building a Halloween costume.”

The company also carries vivid theatrical colors for customers searching for yellow contacts, red contacts, blue contacts, green contacts and other specialty eye colors.

Cosplay Contacts Expand Beyond Halloween

While October remains the peak season for costume contact lenses, WickedEyez says cosplay has helped make theatrical contacts a year-round product.

Customers increasingly search for cosplay contact lenses to complete characters inspired by anime, video games, movies, television, comics and fantasy worlds.

That has expanded the demand beyond traditional Halloween categories such as zombies and vampires.

“Cosplay customers pay attention to details,” Danielle said. “Sometimes the character has a very specific eye color, and regular colored contacts aren't dramatic enough. That's where theatrical contacts can really change the final look.”

WickedEyez offers designs ranging from natural cosmetic colored contacts to highly noticeable theatrical contact lenses intended to create an obvious transformation.

Prescription Halloween Contacts Give More Shoppers Options

Many WickedEyez Halloween contact lens designs are also available with corrective powers.

That allows customers who normally require vision correction to shop for prescription Halloween contacts and prescription cosplay contacts rather than choosing between their costume and being able to see clearly.

WickedEyez currently offers many prescription styles in powers ranging from -0.50 through -6.00.

The company also offers plano, or non-corrective, Halloween contacts for customers who do not need vision correction.

Both corrective and non-corrective contact lenses are contact lenses and are subject to prescription verification requirements.

“A lot of shoppers search for ‘non-prescription Halloween contacts’ when what they really mean is that they don't need vision correction,” Cindy said. “Those are called plano lenses. They have zero corrective power, but they're still contact lenses.”

Popular Halloween Contact Lens Styles for 2026

WickedEyez expects several categories to remain particularly popular throughout September and October:

Zombie contact lenses — White and unusual eye effects for zombie, undead, possessed and horror costumes.

Vampire contact lenses — Red and supernatural designs for vampires, demons and fantasy characters.

Black contact lenses — Dark theatrical styles for demons, gothic costumes and horror cosplay.

White contact lenses — High-impact lenses commonly used for zombies, ghosts and special-effects makeup.

Red contact lenses — Bold eye colors used for vampires, demons, anime characters and fantasy cosplay.

Cosplay contact lenses — Specialty colors and theatrical designs used to recreate characters from gaming, anime, film, television and comics.

Prescription Halloween contacts — Corrective theatrical lenses for customers who require vision correction.

“People sometimes start with a costume idea and choose the contacts afterward,” Danielle said. “Other times they see a pair of crazy lenses and build the entire costume around the eyes.”

Halloween Shoppers Are Starting Earlier

WickedEyez says customers are increasingly beginning their Halloween shopping in September rather than waiting until the final weeks of October.

That is particularly useful when ordering contact lenses because customers need to allow time for prescription verification, order processing and delivery.

Popular Halloween contact lens styles and prescription powers may also become harder to find as October 31 approaches.

“We always tell customers that if you already know what you're going to be for Halloween, there really isn't a benefit to waiting,” Cindy said. “Get the contacts, try the whole look together and make sure you're ready before Halloween weekend.”

For WickedEyez, that means the Halloween rush is already underway.

“Zombie eyes, vampire eyes, black eyes, crazy colors — this is the time of year when we get to have fun with all of it,” Danielle said. “Halloween is what WickedEyez was made for.”

Customers can shop Halloween contact lenses, theatrical contacts, cosplay contacts, colored contacts and prescription Halloween contacts at WickedEyez.com.

About WickedEyez

WickedEyez is a Marietta, Georgia-based supplier of theatrical and cosmetic contact lenses. WickedEyez offers Halloween contact lenses, cosplay contact lenses, costume contacts, colored contacts and prescription theatrical lenses for Halloween costumes, cosplay, theatrical productions, special effects and cosmetic eye-color changes. The company serves customers throughout the United States through WickedEyez.com.

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