

Conventions, cosplay, and constant change:

How Dancing Muse stays nimble with flexible payments from PayPal

Between navigating unpredictable event schedules, fluctuating foot traffic, and the need for streamlined payments online and in-person, Dancing Muse faces real-world challenges.

Running a mobile, niche retail business in the world of cosplay and historical costuming isn't all magic and make-believe.

Whether they're vending at a Renaissance fair or selling online to fantasy fans worldwide, Dancing Muse uses PayPal's seamless solutions to keep the sales coming, no matter what.



Our location and sales volume change weekly, PayPal keeps up with those changes...it just works, wherever we are.



A bright idea leads to a LARPing legacy

Dancing Muse isn't your typical costume shop. It's a mobile, magical experience designed for cosplay lovers and LARP (live-action roleplay) legends in the Pacific Northwest and beyond.

The Dancing Muse mission was born in the late 1990s, when founder James Martin found a unique market: selling hosiery at events to cosplayers who'd forgotten costume pieces or couldn't find the right pieces for their look.

The side-hustle evolved into a full-fledged business. Now, James and wife Janene run their busy shop in Keizer, Oregon and vend at Renaissance fairs, pirate festivals, and fantasy-themed conventions.

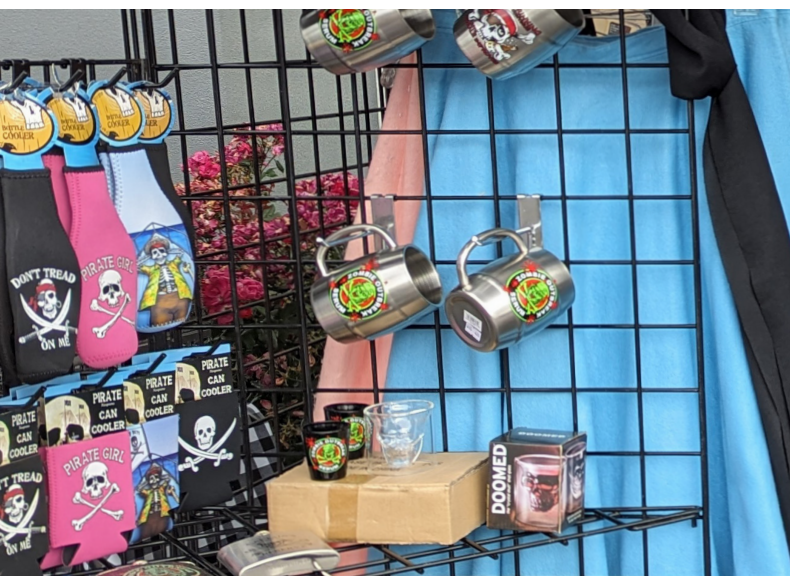
Challenge #1: Selling virtually anywhere—seamlessly

Every weekend brings a new adventure for Dancing Muse. For a business constantly on the move, mobility is non-negotiable. Selling locations and customer needs shift, but [PayPal Point of Sale solutions](#)—including both the [PayPal Reader](#) and the [PayPal Point of Sale app](#)—keep them ready for anything, virtually anywhere.¹

"Our location and sales volume change weekly," James explains. "PayPal keeps up with those changes...it just works, wherever we are."

Long-distance cosplay lovers can shop online via the [Dancing Muse website](#)—powered by [PayPal Checkout](#).

Whether they're selling in-store, online, at a crowded comic con, or in a whimsical medieval marketplace, PayPal provides a seamless checkout experience that makes it easy for customers to make purchases any way they choose.



Challenge #2: Offering flexible payments for costume shoppers

Building a wondrous wardrobe can come with a price tag. And with event dates looming, aspiring cosplayers may not always have time to save up.

Dancing Muse uses [PayPal Pay Later solutions](#) to make it easier for shoppers to purchase big-ticket items and complete their looks with accessories and more.²

With Pay Later, Dancing Muse customers have the option to [split their checkout total into four payments](#) (Pay in 4) or make monthly payments.²

These flexible payment options can turn browsers into buyers³, and help even more customers suit up for their next adventure.

Challenge #3: Staying ready to sell in an unpredictable market

Throughout the decades, Dancing Muse has weathered the hurdles of working in a business that is largely event-based. Limited vendor spots, changing locations, and even bad weather can threaten sales volumes.

With PayPal, James and Janene don't have to reinvent the wheel every time they set up shop. Mobile checkout, unified reporting, and fast, versatile setup make any vending opportunity more manageable.

"PayPal's handheld card reader is my favorite," James states. "Janene uses the PayPal Point of Sale app on her iPhone for contactless payments, while I use my phone as a Wi-Fi tether to the card reader."

Sewing success, one sale at a time

From vending at packed festivals to managing their storefront operations, having a single, unified payment platform from PayPal Open continues to be a key ingredient in Dancing Muse's success.

With PayPal handling payments in-store, online, or on-the-go,⁴ James and Janene can spend more time doing what they love: turning every sale into an epic story.



These solutions are available with [PayPal Open](#). One platform for all business:

PayPal POS

PayPal Pay Later

PayPal Checkout

^{1,4} A stable internet and Bluetooth connection may be required.

² About Pay in 4: Loans to CA residents are made or arranged pursuant to a CA Financing Law License. PayPal, Inc. is a GA Installment Lender Licensee, NMLS #910457. RI Small Loan Lender Licensee. Pay Monthly is subject to consumer credit approval. The lender for Pay Monthly is WebBank. PayPal, Inc. (NMLS #910457): RI Loan Broker Licensee. VT Loan Solicitation Licensee.

³ 73% of PayPal Pay Later purchasers surveyed say their purchase was unplanned. Source: Nielsen, commissioned by PayPal, Nielsen Attitudinal Survey of USA (June 2023) with 2,001 recent purchasers (past 4 weeks) from SMB merchants, including 643 PayPal transactions without BNPL & 357 PayPal transactions with BNPL. These results may not be typical and may vary substantially by business. This content is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.