



“Halloween is my favourite month”: OnlyFans stars reveal their wildest costumes and subscriber requests

Halloween is coming early for OnlyFans subscribers, with creators already preparing costumes, filming themed content and cashing in on all the strange and sexy requests – from classic spooky characters like devils and vampires to more specific cosplays like Daenerys Targaryen and Daphne from Scooby-Doo.

And it’s not just creators who get into the spooky spirit early - searches for Halloween-related terms surged in the first two weeks of October last year, according to new data from [OnlySearch](#).

Searches for witches, vampires, zombies, ghosts, demons, devils, costumes and clowns were 3x higher in October compared to September.

For Alix Lynx ([@therealalixlynx](#)), the build-up starts even earlier.

“Halloween is my favourite month. I’ve already decorated my house and start getting my subscribers excited about it in September,” she said. “I always aim to post Halloween-themed content every single day in October. I’ve got so much in my archives from all the cosplay I’ve done over the years, so I’ll bring back some throwbacks on social media, but I also shoot a lot of new stuff.”

Alix says subscribers often see a costume on her social media and immediately ask for their own personalised version.

“I offer customs all year round and my fans know I’m pretty much like, ‘Whatever you want, just ask me’”, she said. “Usually, if I post something wearing a particular costume, that’s when the requests start coming in”.



Alix Lynx in cowgirl and Chun-Li costumes. Image credit: Alix Lynx (@therealalixlynx)

Alix says that her costume requests go far beyond traditional Halloween characters. Data supports this with OnlySearch recording in the past 60 days, 20,463 searches for cosplay, compared with 236 for witches, 85 for vampires and 55 for zombies. Goth was searched 13,138 times, while angels drew 4,154.

Australian creator Annie Knight (@anniekknight) also agrees that dressing up as unexpected characters can be just as popular as a spooky costume.

While subscribers have requested Daenerys Targaryen, one of her biggest Halloween hits last year was a Daphne costume she chose herself.

“I love Halloween. It’s such a fun time because you get to dress up and pretend to be someone completely different,” Annie said.



Annie Knight as 'Daphne' from Scooby Doo and Sabrina Carpenter. Image credit: Annie Knight (@annieknight)

"Nobody had actually requested it, I just decided to do it, but my subscribers went wild for it," she said. "I filmed a full video dressed as Daphne and they absolutely loved it."

Annie says many of the requests come from Americans, although her Australian subscribers get involved too.

"A lot of the subscribers asking me for Halloween content are American, which makes sense because Halloween is so much bigger over there. But I'm always surprised by how many of my Australian subscribers love it too," she said.

American creators are undeniably "spooky", with [OnlyLocate](#) identifying 1,386 recently-active creators who describe themselves as witches, alongside 392 demons or succubi and 71 vampires.

And while witches and vampires might dominate the traditional Halloween conversation, OnlySearch data also revealed that some of the most popular costumes are considerably less spooky.

Nurse-related searches reached 3,162 in the last 60 days – more than witches, vampires, ghosts and zombies combined.

Katy Hollick (@katyhollick) has dressed as a nurse, cleaner, Catwoman and devil, but says there was a clear standout among her subscribers.

"They loved the Catwoman look on me!" Katy said.

"I love doing special things for my subscribers on Halloween. I wear costumes, make themed customs and roleplay videos, and sometimes I'll wear my naughty costumes if they want to sext with me in them," she said.



Catwoman and devil costumes. Image credit: Katy Hollick ([@kathyhollick](#))

Katy explained that some requests are far more specific than a costume choice - revealing that one subscriber has asked her to dress as a giant and fart on a tiny Lego man.

"I haven't agreed to doing it yet but through him I found out there's a whole category of videos exactly like this online. I'm actually baffled," she said.

Despite being overshadowed by cosplay, goth and nurse searches, classic Halloween characters still have their fans. Kit Barrus ([@kitthebeefcake](#)) made content in seven or eight costumes last Halloween and is considering bringing back vampires this year, alongside a new clown look.



Vampire costume. Image credit: Kit Barrus ([@kitthebeefcake](#))

"Last year I filmed content in like seven or eight different costumes. I did like a police officer, Chun-Li, I did vampire stuff - I think this year I'm gonna do vampire stuff and clown stuff," Kit said.

"Subscribers seem to really, really love clown content. It always does really well for other people, so I think I'm gonna try to tap into that."

For creators, though, the attraction is about more than which character tops a search list.

"I think everyone loves the dress-up element because it's a fantasy you get to live out," Annie said. "It's also a fun surprise for my Aussie subscribers because Halloween isn't as big here."

[ENDS]

Halloween Media Gallery: [HERE](#)

Additional data from [OnlySearch](#) below:

Top fan search terms:

Search term	Searches in last 60 days
Cosplay	20,463
Goth	13,138
Angels	4,154
Emo	3,571
Nurses	3,162
Demons/succubi	544
Latex	412
Ghosts	255
Witches	236
Devils	236
Clowns	134
Vampires	85
Zombies	55

Additional data findings:

- **Angels outnumber devils 18-to-1**(4,154 vs 236) - even at Halloween, fans want the halo.
- Halloween-related searches surged **2-3x in the first two weeks of October 2025** compared with the early-September baseline.
- **Witches out-search vampires ~3:1**
- **Nobody wants zombies** (55 searches in two months).
- The sexy-nurse cliché is alive: nurses out-search witches, vampires, ghosts and zombies *combined*, with **3,162 searches compared with 631 combined**.
- Cosplay is the giant: more searched than witches, vampires, ghosts, devils, zombies and clowns combined, x30.

Methodology: Data supplied by OnlySearch. Search volumes are based on OnlySearch first-party search data from the most recent 60-day period. Halloween seasonality is based on autumn 2025 search behaviour across a dataset of 17.3 million searches recorded between April 2025 and September 2026. One week of autumn 2025 (week commencing October 20) contained a traffic anomaly and was excluded from seasonality rate calculations.

Full creator responses:

Alix Lynx ([@therealalixlynx](#)):

On how big Halloween is for her and her subscribers:

"Halloween is my favourite month. I've already decorated my house and I start getting my subscribers excited about it in September. I was on live last night telling everyone, 'Guess what? I've decorated for Halloween and I'm taking all my Halloween pictures next week.' We make it a big thing around here."

"I offer customs all year round and my fans know I'm pretty much like, 'Whatever you want, just ask me.' Usually, if I post something wearing a particular costume, that's when the requests start coming in. They'll see it and immediately ask, 'Can you do a custom in that?' So I'm sure I'll have plenty of Halloween requests coming in."

"I always aim to post Halloween-themed content every single day in October. I've got so much in my archives from all the cosplay I've done over the years, so I'll bring back some throwbacks on social media, but I also shoot a lot of new stuff. I already have all my costumes laid out and ready for my next content shoot. I'll do new photo sets, new scenes and video clips. I really go all out for it."

On the costumes subscribers request most:

"The requests can be pretty basic sometimes. Schoolgirl and secretary roleplay are always popular, but when they want to go a little crazier, superhero cosplay is a big one. That's probably one of the things I get asked for the most."

"I've got superhero costumes laying around because I get asked for them so much. Roleplay in general is really popular, but superheroes are definitely up there. Every now and then I'll also get requests to dress up as video game characters."

"My costumes this year are a little out there, but they're creative. Probably 99% of the time I don't just buy a costume straight out of a packet. I'll come up with the idea myself and piece the whole thing together."

On her strangest costume request:

"I don't know if this technically counts as Halloween, but I'm going to say it does because it has always stood out to me. It must have been about 10 years ago, and this guy asked me to do a custom where I was a magic genie granting him wishes."

"The weird part was that every time I granted one of his wishes, I had to clone myself. So there just kept being more and more versions of me. I've had a lot of unusual requests over the years, but the magic genie cloning custom definitely stands out."

On where Halloween is most popular with her subscribers:

"It's hard for me to pinpoint exactly where the biggest Halloween fans are because I don't always know where my subscribers live. Some people tell me a lot about themselves and others really value their privacy. Sometimes I wish I could put everyone into a spreadsheet and see exactly where they're all from."

"But Halloween is definitely huge with my US subscribers. They get really excited about it, and you can tell when October comes around that people are ready for the costumes and themed content."

Annie Knight (@annieknight):

"I always do a little costume dress-up for Halloween. I'll usually offer Halloween-themed sexting sessions with my subscribers, film a full-length video in one of my costumes and offer customs where they can choose a themed costume as well.

"I love Halloween. It's such a fun time because you get to dress up and pretend to be someone completely different.

"One of the costumes I get asked for quite a lot is Daenerys Targaryen. Last year I also dressed up as Daphne from Scooby-Doo. Nobody had actually requested it, I just decided to do it, but my subscribers went wild for it. I filmed a full video dressed as Daphne and they absolutely loved it.

"I was actually surprised by how good I looked with red hair. It made me think maybe I should dye my hair red!

"I wouldn't say I've had anything particularly crazy when it comes to Halloween requests. Most of the time, they just want to see me dressed as a particular character or in a costume. I get quite a few requests for things like secretary outfits too.

"With customs, they'll usually choose the costume and ask me to say their name throughout the video, so it makes it feel like the fantasy is specifically for them.

"A lot of the subscribers asking me for Halloween content are American, which makes sense because Halloween is so much bigger over there. But I'm always surprised by how many of my Australian subscribers love it too.

"I think everyone loves the dress-up element because it's a fantasy you get to live out. It's also a fun surprise for my Aussie subscribers because Halloween isn't as big here. Suddenly they're seeing me dressed as Daphne from Scooby-Doo and thinking, 'Wow, I always thought she was hot.'"

Kit Barrus (@[kitthebeefcake](#)):

"Do I do anything special for Halloween? Yes, I do. I feel like subscribers really, really love Halloween. They love to see different costumes.

Last year I filmed content in like 7 or 8 different costumes. I did like a police officer, Chun Le, I did vampire stuff - I think this year I'm gonna do vampire stuff and clown stuff. Subscribers seem to really, really love clown content. It always does really well for other people, so I think I'm gonna try to tap into that.

The most popular Halloween costume or character I've been asked to dress up as. Hmm, I don't know that I've gotten a lot of very specific requests cause I kinda look a little different. So they just kinda let me do what I'm gonna do and then they seem pretty excited about it.

I don't do custom requests or anything, so I don't know about crazy Halloween-themed requests. They seem to really like the vampire stuff though, and the, and the clown stuff.

Katy Hollick (@[katyhollick](#)):

"I love doing special things for my subscribers on Halloween, I wear costumes, make themed customs and roleplay videos, and sometimes I'll wear my naughty costumes if they want to sext with me in them.

Most popular costume? They loved the catwoman look on me!

I don't really know if it's for Halloween but it can definitely be halloween-themed: I recently had a Fansly subscriber ask me to dress up/record myself as if I'm a giant and FART on a little lego man :rolling_on_the_floor_laughing: I haven't agreed to doing it yet but through him I found out there's a whole category of videos exactly like this online, I'm actually baffled lmao

And yes I notice they are most enthusiastic about it in the US"