

\*<sup>\*</sup>HalloweenCostumes.com



2019 PRESS KIT



# ABOUT THE COMPANY

HALLOWEENCOSTUMES.COM AND FUN.COM



Armed with nothing but a sewing machine and some serious skills, Jenice Fallenstein hand-crafted costumes for her children every Halloween to create a unique array of characters and styles they loved. Later, the Fallenstein family had the awesome idea to open up a costume rental shop in their garage, allowing the whole town to experience these quality costumes. With just a few dozen styles, the idea was an immediate hit and continued to grow each year.

Amidst this local success, Tom Fallenstein had the idea to take the business online, and that leads us to the company we are today! Not only do we sell over 10,000 costumes and accessories, we design and create thousands of exclusive costumes you won't find anywhere else.

Our incredible team is comprised of 175 year-round employees and thousands of seasonal employees, all operating out of a 200,000 square foot warehouse in Southern Minnesota.

We ship #NerdyGoofyFun all around the world!!



# ABOUT THE CEO

TOM FALLENSTEIN



**Tom Fallenstein** is the founder and CEO of FUN.com. He was born and raised in Mankato, Minnesota, surrounded by all things Halloween.

Tom built the company's first website, Flapper Costumes.com, in 2001 with \$5,000 he borrowed from his parents. He sold one costume style in just three colors and ran the website out of his college dorm (back then the entire inventory fit in a closet). Soon after, he built three more websites while continuing to study Computer Information Science and Graphic Design at Minnesota State University, Mankato. After graduating in December of 2004, he decided to make Costumes Galore his full time job, transforming the business into what we know today as **FUN.com** and **HalloweenCostumes.com**.





# TRENDS FOR 2019

## MAJOR TRENDS

We're seeing traditional costumes like **witches, zombies, animals, and firefighters** remaining as popular as always. Using trend analysis, demographics, and social popularity, below are the pop culture characters we believe will be the most shopped costumes in 2019.



### TOP 5 COSTUMES

#### MEN

- 1) **Jon Snow** (Game of Thrones)
- 2) **Pennywise** (IT: Chapter Two)
- 3) **The Avengers** (Avengers: Endgame)
- 4) **Aladdin** (Aladdin)
- 5) **The Joker** (Joker)

#### BOYS

- 1) **Spider-Man** (Spider-Man: Far From Home)
- 2) **The Avengers** (Avengers: Endgame)
- 3) **Fortnite** (Fortnite)
- 4) **Kylo Ren/Darth Vader/Stormtrooper** (Star Wars)
- 5) **Buzz/Woody** (Toy Story 4)

#### WOMEN

- 1) **Daenerys Targaryen** (Game of Thrones)
- 2) **Captain Marvel** (Captain Marvel)
- 3) **Anna/Elsa** (Frozen 2)
- 4) **Jasmine** (Aladdin)
- 5) **Rey** (Star Wars)

#### GIRLS

- 1) **Anna/Elsa** (Frozen 2)
- 2) **Captain Marvel** (Avengers: Endgame)
- 3) **Mal/Evie/Uma** (Descendants 3)
- 4) **Jasmine** (Aladdin)
- 5) **Bo Peep/Jessie** (Toy Story 4)



### MOVIES

Superhero costumes are always popular, but even more so with this year's releases of **Avengers: Endgame, Captain Marvel, Shazam, and Joker**. Other movie costumes we believe will be big with both kids and adults: **The Lion King, Toy Story 4, How to Train Your Dragon 3, Frozen 2, and Descendants 3.**

### WOMEN AND GIRL SUPERHEROES

This is one of the biggest trends among women and girls. With **Captain Marvel** and **Avengers: Endgame** having been released earlier this year, women with super powers are dominating the cinemas. For the past couple of years, **Wonder Woman** and **Harley Quinn** have been the most shopped superhero costumes, but we predict Captain Marvel will take the top spot for 2019.

### KIDS

Arguably the demographic that will dress up the most, kids' costume trends have continued their popularity with **Paw Patrol, PJ Masks, Vampirina** and **Peppa Pig**.



# TRENDS FOR 2019

## OTHER TRENDS



### INFLATABLES

After the inflatable T-Rex costume from **Jurassic World** went viral, interest in inflatable costumes went through the roof. Even after a few years, these costumes are still going strong and we predict there will still be plenty of them (and not just dinosaurs) at Halloween events.



### FAMILY/GROUPS

The importance of family and friendship is always a trending theme. Costumes like **The Avengers**, **Wizard of Oz**, **Alice in Wonderland**, and **Toy Story** are just some of the more popular costumes in this category.



# TRENDS FOR 2019

## OTHER TRENDS



### DO IT YOURSELF

With pop culture moving at a rapid pace, costumes for some of your favorite moments of 2019 may not be available. From Marshmello to Thor Lebowski (as seen in **Avengers: Endgame**) to Steve Harrington (**Stranger Things**) we are looking forward to seeing what Halloween lovers come up with by adding DIY elements to their costumes.



### SOME OTHER SPECIFIC INTERESTS WE'RE SEEING:

There's been a large increase in nostalgia costumes, mostly as millennials take on a greater share of costume buying. These costumes usually do better with adults than kids because the adults are going back to the properties they loved growing up. These include **Clueless**, **A League of Their Own**, **Care Bears**, and **Grease**.



# MADE BY US

A PASSION FOR TRUE QUALITY



We believe that costumes have the power to create some of life's best moments. That's why we started **Made By Us**. This diverse selection of costumes and accessories are artfully designed and expertly crafted by our talented team of artists, designers, and developers.

Each project begins with a passion for true quality—embroidered patches, faux fur cut with care, and hand-selected fabrics that are as durable as they are comfortable. Those are just a few examples of how much craft and creativity we put into each and every product. Just for you.

No matter how much time it takes, our goal has always remained the same. To create products that inspire your life's best moments—the big, the small, the funny, the spooky, and the sweet. The moments we all cherish, that's **Made By Us**.



# MEDIA HIGHLIGHTS

## UGLY HALLOWEEN SWEATERS



We love the costume fun that comes with Halloween night, but here at HalloweenCostumes.com we're always looking to turn up the fun for the entire season! We tasked our creative costume designers with upping the spooky ante and, well, they delivered. We're so excited to introduce our latest product line... **Halloween Sweaters!**

Here's a small sample of the buzz these sweaters have inspired:

*"They take the 'lazy costume' trend to the next level while still imparting the exact right note of festive irony to any event."* - **People**

*"The pullovers make perfect last-minute costume alternatives in a pinch. Plus, they're heavy enough to keep you warm and cozy despite Halloween's often chilly temperatures."* - **COSMOPOLITAN**

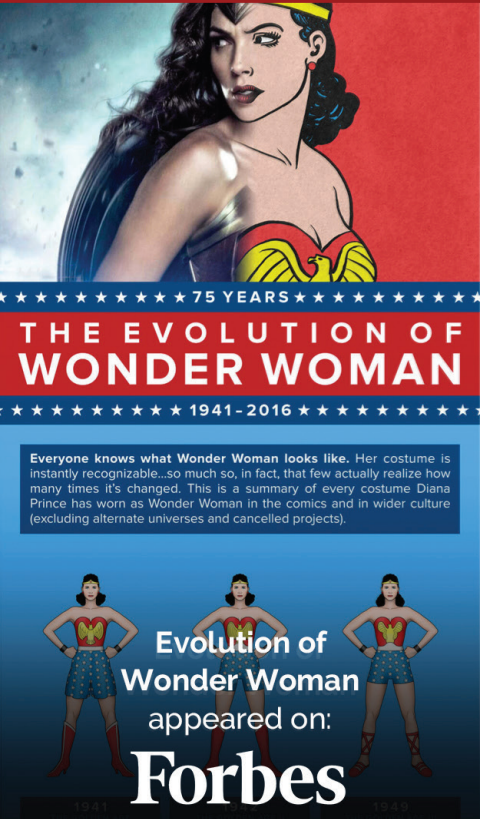
*"...with these new Halloween sweaters you can cuddle up with a Fair Isle sweater in the crisp autumn weather, but have vampire coffins and skulls decorate the knit instead of the traditional zig-zag prints."* - **BUSTLE**



# MEDIA HIGHLIGHTS

## INFOGRAPHICS & PRINTABLES

Our content marketing experts produce a steady stream of infographics and printables that have appeared across the internet.



# MEDIA HIGHLIGHTS

AROUND THE WEB

HalloweenCostumes.com costumes and content have also appeared on...

A.V. CLUB

E! NEWS

*THE* Hollywood  
REPORTER

*seventeen*

BuzzFeed

FANDANGO

!HUFFPOST!

TIME

BUSTLE

FOX  
SPORTS

Nerdist

The Washington Post

COSMOPOLITAN

GMA

People

YAHOO!

COUNTRY LIVING

GQ

POPSUGAR.

AND MORE...



# MEDIA INQUIRIES

**ROSS WALKER SMITH** | [ross.smith@halloweencostumes.com](mailto:ross.smith@halloweencostumes.com) | **507-386-0207** ext 216

[facebook.com/HalloweenCostumesDotCom](https://facebook.com/HalloweenCostumesDotCom) | [twitter.com/funcostumes](https://twitter.com/funcostumes)

[pinterest.com/alwayshalloeen](https://pinterest.com/alwayshalloeen) | [instagram.com/FunCostumes](https://instagram.com/FunCostumes)

[youtube.com/user/halloweencostumes](https://youtube.com/user/halloweencostumes)