





# 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 2020

## MAJOR TRENDS

Halloween trends follow what is popular in entertainment and media. Of course, classic costumes like **witches**, **vampires**, **ghosts**, **zombies**, **clowns**, and **pumpkins** will remain popular as always. These are the trends we project will be the most shopped costumes in 2020.

### TOP 5 THEMES

#### WOMEN

- 1) **Superheroes** (Wonder Woman & Black Widow)
- 2) **Birds of Prey** (Harley Quinn)
- 3) **Nostalgia** (Clueless)
- 4) **Disney**
- 5) **The Handmaid's Tale**

#### MEN

- 1) **Star Wars**
- 2) **Superheroes** (Avengers & Justice League)
- 3) **Nostalgia**
- 4) **Tiger King**
- 5) **Plague Doctor**

#### GIRLS

- 1) **Wonder Woman**
- 2) **Disney** (Elsa)
- 3) **Trolls**
- 4) **Harry Potter** (Hermione/Witches)
- 5) **Animals** (fox, cat)

#### BOYS

- 1) **Spider-man**
- 2) **Batman**
- 3) **The Mandalorian & Baby Yoda**
- 4) **Dinosaurs**
- 5) **Sonic the Hedgehog**

#### PETS

- 1) **USPS & UPS**
- 2) **Dinosaur**
- 3) **Lion**
- 4) **Spider**
- 5) **Baby Yoda**





# TRENDS FOR 2020

## MAJOR TRENDS



Halloween costume trends largely reflect what is popular in entertainment. We expect that will remain true in 2020, even as release dates get changed and movies jump from theaters to on-demand services.

Superhero costumes like **Wonder Woman**, **Harley Quinn**, **Spider-Man**, **Batman**, **the Avengers**, and **the Justice League** are still on top after years of blockbuster releases. **Baby Yoda**, **the Mandalorian**, and other Star Wars costumes will be popular thanks to *The Mandalorian*. While Disney costumes like **Elsa** are always a hit, the launch of Disney+ has renewed interest in classic Disney characters, too.

**Face masks** aren't exactly a costume, but we anticipate seeing many creative ways to integrate them with Halloween masks and costumes. Matching face masks and costumes will definitely be popular this year. Other top trend projections include costumes from **Harry Potter**, **Tiger King**, **Sonic the Hedgehog**, **dinosaurs**, and **animals**. **USPS** and **UPS** continue to be popular themes for pet costumes, a growing part of the industry.

# TRENDS FOR 2020

## OTHER TRENDS



### MOVIES, TV, AND NOSTALGIA

You can expect to see plenty of Disney and Pixar costumes featuring **Disney Princesses**, **Mulan**, **Monsters, Inc.**, **Onward**, **Coco**, and **Toy Story** thanks to Disney+. Other trends for kids include **Peppa Pig** and **Minions**. We have also found that Game of Thrones still resonates with adults. Nostalgia has a significant impact on costume trends, so look out for favorites like **Ghostbusters**, **Hocus Pocus**, **Scooby-Doo**, **The Princess Bride**, and **Bill & Ted**.



### DO IT YOURSELF

When the perfect costume is not available, some crafty Halloween fans make their own! We think you will see do-it-yourself (DIY) **Hamilton**, **Tiger King**, and **The Last of Us** costumes this year. We also expect plenty of homemade costumes based on **what you can find in the closet**, plus **memes** that are hot right before Halloween. **Costume kits** are a great way to combine some essential accessories with your own clothes to complete a costume.



# TRENDS FOR 2020

## OTHER TRENDS



Beyond classic and traditional costumes, we've got our eyes on some other trends.

Uniform costumes are a safe bet most years, but expect to see more first responder costumes like **doctors** and **nurses** in 2020. We have also seen a greater variety of **inflatables** and **video game** costumes. Don't forget decor, either! Indoor and outdoor **decorations** will be popular with Halloween fans who want to celebrate at home this year.



The last trend we want to mention is the increasing visibility of **group costumes**. Every year, we see more costume coordination between families and friends. This means planned themes for couples, groups, pet owners and pets, even maternity and parent/baby carrier ideas. The theme could be anything as long as it takes multiple people to pull it off!

# HOW TO HALLOWEEN 2020

## TIPS, TRICKS, AND TREATS

Here at HalloweenCostumes.com, we understand that Halloween will be different in 2020. But Spooky Season does not have to be spooky at all! We do not expect families and friends to cancel plans for their favorite holiday. Instead, we are helping customers find creative ways to celebrate Halloween with a little more distance and coverage. That way, everyone can feel safe while also having a memorable Halloween!

We have created a "Happy Halloween 2020" page with plenty of tips, tricks, and treats for everyone who wants to change up their Halloween routine.

Here are a few of examples on how to Halloween this year:

Halloween Scavenger hunts can be fun for the whole family. Give your children a list of Halloween-themed items to look for while admiring the neighborhood Halloween decorations from the sidewalk. Our "How to Halloween 2020" resource has plenty of DIY Halloween decorations ideas to create a spooky spectacle this season.

Masks have always been a part of Halloween, but this year we are encouraging face masks that are fun and on-theme. Face masks can be part of a costume, just like any other Halloween accessory! However, please make sure any mask that you use does meet PPE standards. Do not wear a costume mask over a protective cloth mask as this might make it hard to breathe. Instead, consider using a Halloween-themed cloth mask.

For more ways to celebrate Halloween 2020, visit <https://www.halloweencostumes.com/how-to-halloween.html> or email [henni.kristiansen@fun.com](mailto:henni.kristiansen@fun.com)





# 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**

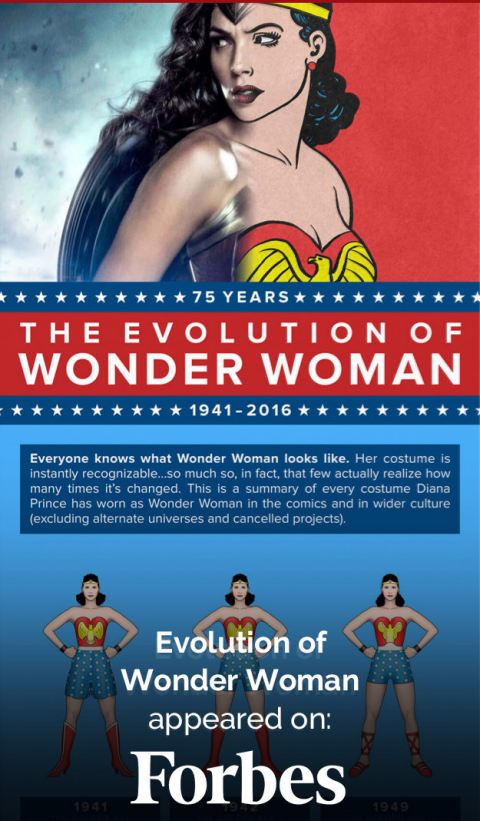
*"...with these new Halloween sweaters you can cuddle up with a Fair Isle sweater in the crisp autumn weather, but have vampire coffins and skulls decorate the knit instead of the traditional zig-zag prints."* - **BUSTLE**



# 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

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