



ABOUT THE COMPANY

HALLOWEENCOSTUMES.COM AND FUN.COM



A sewing machine and a love of costumes. That's all Jenice Fallenstein needed to hand-craft dozens of unique costumes for her children every Halloween. The Fallenstein family transformed that love of Halloween and homemade costumes into a small costume rental shop in their garage so the whole town could experience her quality designs. In the beginning, they only had a few dozen costumes, but the shop became an instant hit and grew faster than they could imagine.

Tom Fallenstein saw an opportunity. He brought his mom's costumes to even more Halloween fans by taking the shop online. Now, HalloweenCostumes.com has become the largest online only retailer of Halloween costumes, carrying over 12,000 styles of costumes with plenty of accessories and home decorations to match—many of which we design and create in-house.

Our incredible team has never stopped growing either. We combined with Elope in 2020 and have grown to over 200 regular team members and 2,500 seasonal team members. Our 200,000 square foot warehouse in Mankato, Minnesota acts as our home base, but we also have design teams working in Colorado and a satellite warehouse in Elsmere, Kentucky.

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 2024

MAJOR TRENDS

It's the return of the silver screen in 2024! This year sees all the major new movies and streaming shows driving the costume trends of the year. From nostalgic favorites getting new reboots, to some brand new adaptations, these will be the hottest costumes for the year.



TOP 5 THEMES

WOMEN

- 1) **Celebs**
(Taylor Swift, Ariana Grande, Lady Gaga)
- 2) **Nightmare Before Christmas**
- 3) **Superheroes/Villains**
(Harley Quinn, Rogue, Storm)
- 4) **Bridgerton**
- 5) **Witch**
(Agatha/Wicked)

GIRLS

- 1) **Witches**
(Hermione/Wicked)
- 2) **Inside Out 2**
- 3) **Bluey**
- 4) **Minions**
- 5) **Disney Princesses**



MEN

- 1) **Anime**
(Dragon Ball, Demon Slayer)
- 2) **Alien**
- 3) **Avatar: The Last Airbender**
- 4) **Scary**
(Beetlejuice, Michael Myers, Freddie Krueger, Art the Clown, Garraka)
- 5) **Superheroes/villains**
(Deadpool & Wolverine, The Boys, X-Men '97)

BOYS

- 1) **Spider-Man**
- 2) **Sonic the Hedgehog/Knuckles**
- 3) **Bluey**
- 4) **Minions**
- 5) **Transformers**

TRENDS FOR 2024

MAJOR TRENDS



TOP 5 THEMES

FAMILIES/GROUPS

- 1) **Star Wars**
- 2) **Disney (Hercules)**
- 3) **Beetlejuice**
- 4) **Ghostbusters**
- 5) **Minions/Gru**
- 6) **Fairies**
(Winx Club, Disney Fairies)
- 7) **Wonka**

INCLUSIVE

- 1) **Plus-Size**
- 2) **Tall**
- 3) **Baby Carrier**
- 4) **Adaptive**
- 4) **Wagon Cover**

PETS

- 1) **Scary**
- 2) **Animals/Dinosaurs**
- 3) **Food**
- 4) **Occupational**
- 5) **Disney Sidekicks**
- 6) **Care Bears/Undertaker/Boxer**
- 7) **Cat in the Hat**

DÉCOR

- 1) **Animatronics**
- 2) **Trees/wreaths**
- 3) **Candy Bowls**
(Universal Monsters, Michael Myers, Ghostbusters)
- 4) **Witch**
- 5) **Spider Webs**
- 6) **Human skeleton**
- 7) **Light-up/glowing skulls**
- 8) **Giant animal/skeleton**

Halloween favorites like witches, zombies, and ghosts are always popular, but pop culture and the media drive most of the unique costume trends for the year. 2024 has plenty of new trends to follow, and these will be some of the most shopped costumes of the year.



TRENDS FOR 2024

MAJOR TRENDS



For women, it's the year of celebrity costumes, which is no surprise with all the buzz around Taylor Swift. This has had a domino effect on Ariana Grande and Lady Gaga, so don't be surprised if Halloween looks like a concert line-up. TV and Movies are also shaping the costume landscape, with shows like X-Men '97 creating interest in superhero characters like Rogue and Storm. As always, Harley Quinn is a fan favorite, so she'll be a popular.

Costumes for guys are all about nostalgia. Akira Toriyama's untimely death has led fans to embrace Dragon Ball Z characters. The new Netflix Avatar: The Last Airbender series brought back interest in the original series. Old-school horror is also back, with Alien and Beetlejuice getting new movies, but don't count out the classic horror villains! X-Men superheroes, will be prominent, with Deadpool & Wolverine in a new movie this year. Finally, the Fallout series, the Furiosa movie, and the Borderlands movie have all made post-apocalyptic costumes big for 2024.

For kids, Disney is everything! The new Inside Out 2 will sweep costume parties and trick-or-treating this year and Bluey has also continued to make a name for itself as one of the best children's shows of all time. Disney Princesses have some extra traction this year, despite no new movie, and Spider-Man remains a staple choice for boys.

TRENDS FOR 2024

OTHER TRENDS



Top group costumes for 2024 are in! Star Wars continues to be one of the most popular choices, due to the large variety of characters to choose from. The new series, Acolyte, also has something to do with increased interest. The year's latest movies have also made Beetlejuice, Ghostbusters, and Minions a top choice for groups and families dressing up together. Disney also has a new offering of costumes, causing a resurgence in interest in classic movies, like Hercules.

Pets are on the rise again this year! It seems people love to dress up their cats and dogs, and the trend has continued to grow this year. Costume makers have definitely been listening to pet owners, and a whole new selection of pet costumes will be on the market in 2024. Don't be surprised when you see many adorable furry friends in costumes to match their owners!

Finally, Halloween décor is holding firm. The end of the pandemic marked a considerable increase in décor across the board, but 2024 is shaping up to be one of the biggest years for décor. Houses should be decked out with new inflatables, animatronics, and simple touches like spider webs and skeletons.

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, accessories and decor are artfully designed and expertly crafted by our talented team of artists, designers, and developers.

We offer over 9,000 Made By Us costumes and accessories, with costume sizes ranging from Infant to 8X, along with a growing selection of decor and apparel.

Each product 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 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 moment 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

AS SEEN ON TV

Our costumes have made appearances in numerous lifestyle segments across the United States.



MEDIA HIGHLIGHTS

AROUND THE WEB

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

A.V. CLUB

FOX
SPORTS

IHUFFPOSTI

seventeen

BuzzFeed

GMA

Parents

TIME

BUSTLE

GOOD
HOUSEKEEPING

People

TMZ

COSMOPOLITAN

GQ

POPSUGAR.

The Washington Post

COUNTRY LIVING

THE
Hollywood
REPORTER

romper

AND MORE...

MEDIA INQUIRIES

PR@HalloweenCostumes.com | (507) 386-0207

Facebook/HalloweenCostumesDotCom | **Twitter**/funcostumes
Pinterest/alwayshalloween | **Instagram**/FunCostumes
TikTok/halloweencostumes.com | **YouTube**/halloweencostumes