



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 2021

MAJOR TRENDS

Halloween trends follow the pulse of pop culture, entertainment, and media. Witches, zombies, ghosts, clowns, and pumpkins are always a hit, but here's a look at the costume trends that will be hot in 2021.

TOP 5 THEMES

WOMEN

- 1) **Disney** (Cruella de Vil)
- 2) **Marvel** (Black Widow)
- 3) **DC** (Harley Quinn, Wonder Woman)
- 4) **Fantasy**
(Hocus Pocus, Harry Potter, and Game of Thrones)
- 5) **Nostalgia** (Grease, A League of Their Own)

MEN

- 1) **Superhero/Comic Book Men**
(Loki, Batman)
- 2) **Star Wars** (Boba Fett)
- 3) **Ghostbusters**
- 4) **Horror Characters** (Michael Myers)
- 5) **Nostalgia**
(Back to the Future, Grease, and Scooby Doo)

GIRLS

- 1) **Disney**
(Raya and the Last Dragon, Descendants)
- 2) **Fantasy** (Mermaids, Unicorns)
- 3) **Animals**
- 4) **Hotel Transylvania** (Mavis)
- 5) **Paw Patrol** (Skye)

BOYS

- 1) **Ghostbusters**
- 2) **Video Games** (Minecraft, Fortnite)
- 3) **Superhero** (Spider-man, Batman)
- 4) **Star Wars** (Mandalorian)
- 5) **Dinosaurs** (Jurassic Park, Godzilla)

PETS

- 1) **Star Wars**
- 2) **Disney**
- 3) **Dinosaurs /Animals**
- 4) **Chef/Food**
- 5) **Horror**



TRENDS FOR 2021

MAJOR TRENDS



Halloween costumes always reflect what's popular in entertainment and media. 2021 is no different! Tons of new movies hit streaming and theaters, which means some exciting new styles will be trending.

This year brings a great blend between classic and new! Superheroes never seem to slow down, do they? We saw both Black Widow and Harley Quinn in new movies, so they hold the top spot when it comes to superheroes. With Disney bringing Cruella back to life from 101 Dalmatians in this year's live-action movie, costumes involving this classic villain are setting up to be the perfect hint of nostalgia this year for both adults and kids.

Speaking of nostalgia, the Ghostbusters are back! Get that Proton Pack ready, because *Ghostbusters: Afterlife* is bringing back all of the supernatural activity from the classic comedy film. The *Cobra Kai* series also brought in fresh new fans of the Karate Kid. It's going to be the perfect time to choose between Cobra Kai and Miyagi!

TRENDS FOR 2021

MAJOR TRENDS



More sizes and more inclusive costumes are here. Costume brands have been listening to fans, and this year marks a step forward for more costume options, like accessible wheelchair costumes and a larger selection of plus size costumes. Everyone can enjoy the Halloween fun, dressed in their favorite characters.

This is the first Halloween after the pandemic, which means many homes will be going all-out with décor. As everyone navigates how to celebrate this year, many people will be playing it safe by wearing face masks. This is also the first time that groups will head out together in public, so group costumes will be on everyone's mind. Look out for some classic group and family styles to trend!

Those who have been honing their crafting skills during the stay at home periods will be ready to flaunt their new skills. Expect a surge of DIY costumes based on some of the new series movies, like Sweet Tooth and Disney's Luca!

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**

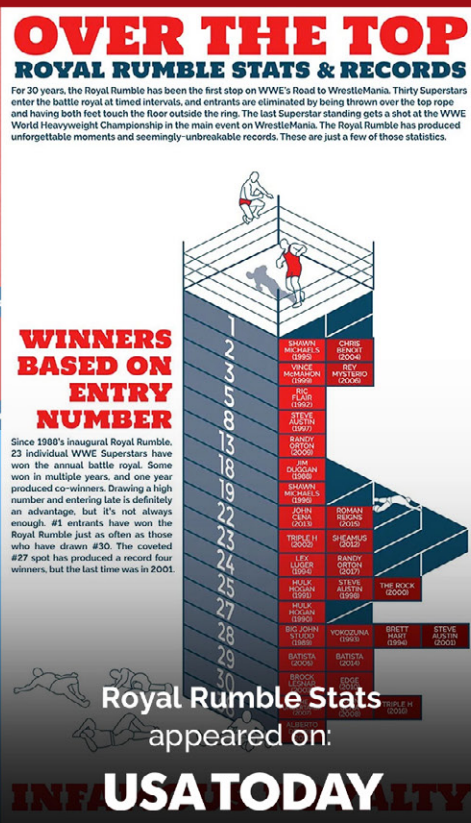
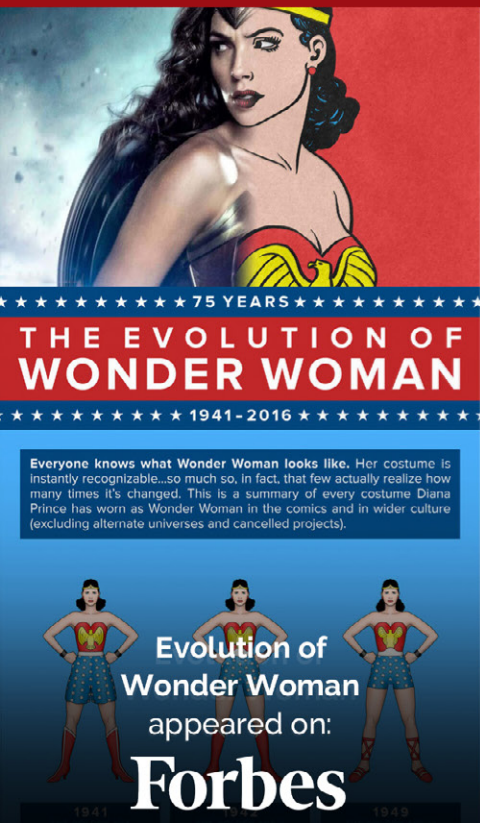
"The pullovers make perfect last-minute costume alternatives in a pinch. Plus, they're heavy enough to keep you warm and cozy despite Halloween's often chilly temperatures." - **COSMOPOLITAN**

"...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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pinterest.com/alwayshalloeen | **instagram.com/FunCostumes**

youtube.com/halloweencostumes