





# 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 2025

## MAJOR TRENDS

Big names, bold looks. In 2025, the costume scene is packed with fan-favorite franchises—think horror hits, fantasy adventures, video game legends, and animated stars. From kid classics to standout adult styles, pop culture is driving the dress-up this year.



### TOP 5 THEMES

#### ADULTS

- 1) **Horror**  
(M3GAN, Conjuring, Pennywise)
- 2) **Video Games**  
(Fallout, 28 Years Later, The Last of US)
- 3) **Fantasy/Medieval**  
(Witcher, LOTR, Oblivion)
- 4) **Wicked**
- 5) **Stranger Things**
- 6) **The Handmaid's Tale**
- 7) **Karate Kid**



#### KIDS

- 1) **Disney**  
(Lilo & Stitch, Inside Out, Moana, Lion King)
- 2) **Marvel**  
(Spider-Man, Captain America, Avengers)
- 3) **Pokémon**
- 4) **Dog Man**
- 5) **Video Games**  
(Minecraft, Five Nights at Freddy's)
- 6) **How to Train Your Dragon**



# TRENDS FOR 2025

## MAJOR TRENDS

From head-to-toe looks for the whole family to pet costumes and eye-catching décor, 2025 trends cover it all. Group themes, accessible fits, and nostalgic styles lead the way—plus, bigger, bolder yard setups are turning homes into full-blown haunts.

### TOP 5 THEMES

#### FAMILIES/GROUPS

- 1) **Disney**  
(Snow White, Moana, Lion King)
- 2) **Marvel**  
(Spider-Man, Thunderbolts, Captain America, Fantastic Four)
- 3) **Jurassic Park**
- 4) **Star Wars**
- 5) **Squid Games**
- 6) **Nintendo**  
(Super Mario Bros., Pokémon)

#### INCLUSIVE

- 1) **Plus-Size**
- 2) **Low Cost**
- 3) **Tall**
- 4) **Sustainable**
- 5) **Wagon/Wheelchair Cover**
- 6) **Baby Carrier**
- 7) **Adaptive**

#### PETS

- 1) **Minion**
- 2) **Star Wars**
- 3) **Disney**  
(Moana, Stitch, Snow White)
- 4) **Occupation**  
(e.g., Fire Dog, Mail Carrier, etc.)
- 5) **Horror**
- 6) **Witch Accessories**  
(Black Cats, Bat Wings, etc.)

#### DÉCOR

- 1) **Animatronics**
- 3) **Giant**  
(Inflatables, Skeletons)
- 3) **Vintage**  
(60s-70s Style: Blow Molds, Pumpkins with Faces)
- 4) **Pastel**
- 5) **Gothic**





# TRENDS FOR 2025

## MAJOR TRENDS



For adults, horror is still king, with *M3GAN*, *The Conjuring*, and *Pennywise* holding strong. But post-apocalyptic looks are gaining fast, thanks to renewed buzz around *Fallout*, *The Last of Us*, and the upcoming *28 Years Later*. Fantasy fans are leaning into bold, dramatic styles from *The Witcher*, *Lord of the Rings*, and *Wicked*, while character-driven picks like *Stranger Things*, *The Handmaid's Tale*, and *Karate Kid* continue to inspire.

Kids are showing up strong for the classics. Disney favorites like *Lilo & Stitch*, *Moana*, and *The Lion King* remain top picks, with *Inside Out* and *Spider-Man* leading the charge. Pokémon and *Dog Man* continue to grow, while games like *Minecraft* and *Five Nights at Freddy's* guarantee big energy at Halloween parties and school parades. And with *How to Train Your Dragon* roaring back into view, dragons are back on the trick-or-treat route.

Many of these picks are powered by major movie moments. A live-action *Lilo & Stitch*, new *Dog Man*, *Minecraft*, and *How to Train Your Dragon* movies are all generating excitement—and that momentum is translating straight to the top costume picks for the year.



# TRENDS FOR 2025

## OTHER TRENDS



Group costumes are still going strong in 2025. From classic Disney lineups like *Snow White* and *The Lion King* to Marvel ensembles featuring *Thunderbolts* and *Fantastic Four*, there's no shortage of themes for coordinated looks. *Star Wars* and *Jurassic Park* continue to dominate, and *Squid Games* remains a fan-favorite for bolder groups. Nintendo characters from *Super Mario Bros.* to *Pokémon* round out a packed list.

Pet costumes are cuter and more creative than ever. Popular picks like *Minions*, *Moana*, and *Stitch* make a strong return, while themes like horror icons, tiny professions, and witchy accessories such as black cats and bat wings keep things fun and photo-ready. Expect to see pets fully integrated into family costume themes again this year, stealing the spotlight one adorable step at a time.

Inclusivity continues to gain momentum across the board. Brands are expanding options in plus-size, tall, and adaptive styles, and new designs for baby carriers, wagon covers, and lower-cost costumes are helping more families join the fun. In the world of décor, animatronics and giant inflatables are still showstoppers, but vintage blow molds, pastel color schemes, and gothic accents are giving fans even more ways to personalize their Halloween setup.



# 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.



# 2025 ANIMATRONICS

NEW DECOR



The 2025 animatronic lineup takes things to a whole new level. More than 75 life-size figures are rolling out in waves throughout the year. The first wave arrived in February, featuring 13 brand-new designs alongside a handful of returning nightmares.

The second wave delivers nine all-new characters, including Life-Size Pennywise, Art the Clown, and Spikey from Killer Klowns from Outer Space. Fan favorites like Demogorgon, Jason Voorhees, and Michael Myers are also back—ready to turn any yard into a full-blown horror show.



# 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

**THE HUFFPOST**

*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

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