

HalloweenCostumes.com



2018 PRESS KIT

ABOUT THE COMPANY

HALLOWEENCOSTUMES.COM (AND FUN.COM)



HalloweenCostumes.com is the largest online-only retailer of costumes in the world. With over 10,000 costumes and 2,000 exclusives, we have products you can't find anywhere else!

And it all started in a garage! The Fallenstein sisters of Mankato, Minnesota, started Costumes Galore in 1992 by renting the costumes their mom had made for them while growing up. They began sewing and designing more and more costumes, eventually creating a steady, seasonal Halloween business.

In 2005, their brother Tom Fallenstein took the business online and since then, HalloweenCostumes.com has continued to grow and evolve into a global success. It has over \$75 million in annual sales, 160 full-time staff, and seasonal hiring that consists of 2,000 temporary workers. All based out of our huge 200,000 sq. foot facility (the size of 4 football fields) in Mankato, Minnesota.

Every day we get up, ride scooters and sell Halloween costumes. It's the job we all wanted to have when we were eight!



ABOUT THE CEO

TOM FALLENSTEIN



Tom Fallenstein is founder and CEO of FUN.com. He was born and raised in Mankato, Minnesota, literally 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 from his college house, where his entire inventory fit in a closet. After that, he built three more websites while going to school for 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 it into FUN.com and HalloweenCostumes.com.



TRENDS FOR 2018

MAJOR TRENDS

Traditional costumes like **witch**, **zombie**, **prisoner**, **astronaut**, etc. are always popular. These are the branded characters we predict will be the most popular costumes this year.



TOP 5 COSTUMES

MEN

- 1) **Black Panther** (Avengers: Infinity War)
- 2) **Mr. Incredible** (Disney Pixar's Incredibles)
- 3) **Deadpool** (Deadpool 2)
- 4) **Demogorgon** (Stranger Things)
- 5) **Rick** (Rick and Morty)

BOYS

- 1) **Black Panther** (Avengers: Infinity War)
- 2) **Spider-Man** (Avengers: Infinity War)
- 3) **Dash** (Disney Pixar's Incredibles)
- 4) **Dinosaurs** (Jurassic World)
- 5) **Catboy** (PJ Masks)

WOMEN

- 1) **Wonder Woman** (Wonder Woman)
- 2) **Mrs. Incredible** (Disney Pixar's Incredibles)
- 3) **Eleven** (Stranger Things)
- 4) **Daenerys** (Game of Thrones)
- 5) **Cher** (Clueless)

GIRLS

- 1) **Violet** (Disney Pixar's Incredibles)
- 2) **Eliza** (Disney's Z-O-M-B-I-E-S)
- 3) **Descendants** (Descendants)
- 4) **Wonder Woman** (Wonder Woman)
- 5) **Hermione** (Harry Potter)



MOVIES

Superhero movies and costumes are always popular, but even more so with this year's releases of **Incredibles 2**, **Deadpool 2**, **Black Panther**, **Ant-Man and the Wasp**, and **Avengers: Infinity War**. More big movie brands: **Christopher Robin**, **Wreck-it-Ralph**, **Fantastic Beasts**, and **Halloween**.

WOMEN AND GIRL SUPERHEROES

This is one of the biggest trends among women and girls. Last year, one of the most popular costumes was Wonder Woman. Due to the massive success of the film, combined with the hype for **Wonder Woman 1984**, we think she will again take the reins on most popular female superhero.

FAMILY/GROUPS

We're seeing more themed costumes worn by families and groups. **The Avengers**, **The Incredibles**, and **Toy Story** are just some of the more popular themes in this category

TRENDS FOR 2018

OTHER TRENDS



INFLATABLES

After the inflatable T-Rex costume from **Jurassic World** went viral, interest in costumes like this went through the roof. We expect to see a lot more inflatable costumes (and not just dinosaurs) at Halloween events.



OTHER INTERESTS

We're seeing 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. These include **A League of Their Own**, **Labyrinth**, **Clueless** and **Grease**.

MEDIA HIGHLIGHTS

BACK TO THE FUTURE SHOES



Back to the Future II introduced us to Marty McFly's self-lacing shoes. In 2016, Nike designed their own version of the self-lacing kicks. Ours aren't self-lacing, but they light up and are less than \$100.

"...just in time for Halloween and your inevitable Marty McFly costume."

MTV news

"What better way to spend your Sports Almanac winnings?"

Esquire

"...Air MAGs with light-up soles that'll go great with your pink Zboard and DeLorean DMC-12."

engadget

"...the Halloween costume version of Marty McFly's Nikes from **Back to the Future Part II** are quite convincing."

GIZMODO

MEDIA HIGHLIGHTS

INFOGRAPHICS & PRINTABLES

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



THE EVOLUTION OF WONDER WOMAN

Everyone knows what Wonder Woman looks like. Her costume is instantly recognizable...so much so, in fact, that few actually realize how many times it's changed. This is a summary of every costume Diana Prince has worn as Wonder Woman in the comics and in wider culture (excluding alternate universes and cancelled projects).



Evolution of Wonder Woman appeared on:

Forbes



Harry Potter Wands appeared on:
BUSINESS INSIDER



Luigi "Death Stare" Pumpkin Pattern appeared on:
gameinformer

TMNT Easter Egg Costumes appeared on:
Movie Pilot

MEDIA HIGHLIGHTS

AROUND THE WEB

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

A.V. CLUB

E NEWS

THE
HILL

seventeen

BuzzFeed

FANDANGO

Hollywood
REPORTER

SYFY WIRE

BUSTLE

FOX
SPORTS

THE
HUFFPOST

TIME

COSMOPOLITAN

geektyrant

THE
MARY SUE

YAHOO!

The Daily Dot

GQ

Nerdist

AND MORE...

MEDIA INQUIRIES

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youtube.com/user/halloweencostumes