

STYLE

PUBLIC RELATIONS

Publication/Outlet : ELLE

Impressions: 2,840,100

Date: November 3 2017

Link: <http://www.elle.com/fashion/celebrity-style/a13142396/kardashian-halloween-costume-2017-designer-q-and-a/>

ELLE

What It's Like to Design the Kardashians' Halloween Costumes



BY ALYSSA BAILEY NOV 3, 2017



Over the last couple days, the Kardashians have stepped out in a bunch of Halloween costumes. Kim Kardashian did four looks total ([Cher](#), Aaliyah, Madonna, and [Selena Quintanilla](#)) and Khloé Kardashian and her boyfriend Tristan Thompson hit a Halloween party in an uncanny Daenerys and Khal Drogo look.

But the construction of these looks is actually quite involved. Here, the designers—because these obviously don't come from any store—behind Kim's Madonna costume and Khloé's Game of Thrones couple look talk about what it's really like to work on a custom celebrity Halloween costume, how much the outfits are worth (tens of thousands of dollars!), and how the Kardashians picked and commissioned their 2017 costume ideas.

STYLE

PUBLIC RELATIONS

Publication/Outlet : ELLE

Impressions: 2,840,100

Date: November 3 2017

Link: <http://www.elle.com/fashion/celebrity-style/a13142396/kardashian-halloween-costume-2017-designer-q-and-a/>

KIM'S MADONNA COSTUME | Yousef Aljasmí, Moni & J



How did the ideas for the costume come about?

Moni & J: Kim's team informed us about her Halloween costume idea through vintage photos of Madonna's 1991 Academy Awards red carpet look.



STYLE

PUBLIC RELATIONS

Publication/Outlet : ELLE

Impressions: 2,840,100

Date: November 3 2017

Link: <http://www.elle.com/fashion/celebrity-style/a13142396/kardashian-halloween-costume-2017-designer-q-and-a/>

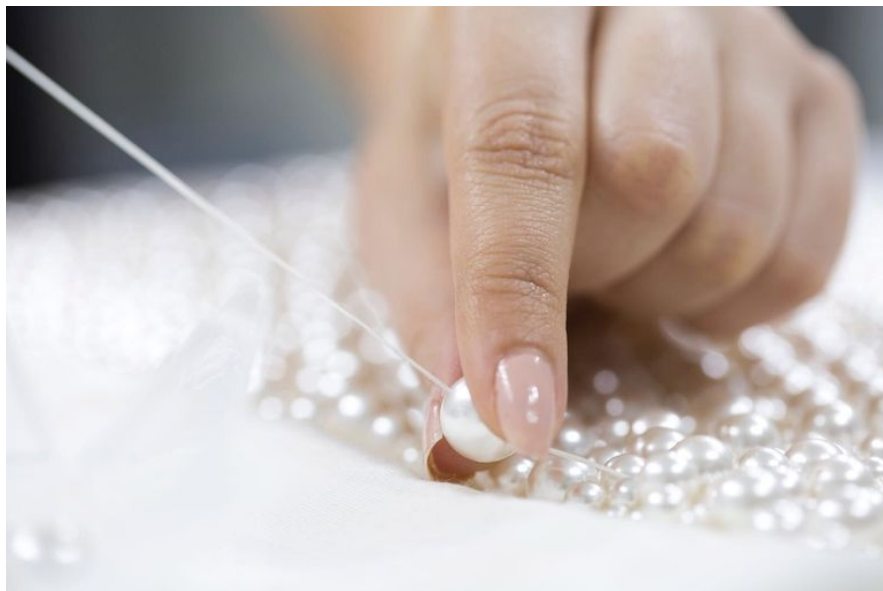
How much time did the costumes take to make? How many fittings were there?

Moni & J: The timeframe was really tight considering we are based in Kuwait and manufacture in Lebanon, and needed it in LA for Kim's fitting. My team worked hard & nonstop for five days. We didn't have time to send the handbag for confirmation, so we designed the bag completely and sent it rushed. We are grateful for the amount of trust we were given.

What was involved in the construction?

Moni & J: Our design team discussed the best materials we can use to meet Kim's expectations. We chose a luxurious Indian satin fabric to create the body of the bag. We used over 2,000 Swarovski pearls in various sizes to fully embellish the bag. The strap was made of the same Indian satin fabric and a gold chain.

How far ahead did the Kardashians contact you?



Moni & J: We were connected two weeks before Halloween. Kim was involved in sending inspiration photos, but we were given full trust to produce the handbag.

STYLE

PUBLIC RELATIONS

Publication/Outlet : ELLE

Impressions: 2,840,100

Date: November 3 2017

Link: <http://www.elle.com/fashion/celebrity-style/a13142396/kardashian-halloween-costume-2017-designer-q-and-a/>

What's the approximate value of each costume?

Moni & J: Kim's handbag by Moni & J retails at \$2,700.



How were costumes shipped?

Moni & J: We shipped the handbag through a private courier.