

Barbie

3rd of February 2010

DOLLS GALORE AT WORLD'S LARGEST TOY FAIR

Nuremburg Toy Fair, Germany

Three one-of-a-kind Barbie dolls representing HRH Crown Princess Victoria of Sweden, world renowned author J.K. Rowling and tennis star Kim Clijsters were today unveiled on the opening day of the world's largest toy fair in Nuremburg, Germany. The three aspirational women join a very unique club of role models chosen by the Barbie brand to be commemorated as their very own Barbie doll and includes outstanding women like Oprah Winfrey and German Chancellor Angela Merkel.

Rosa Zeegers, Senior Vice President, Barbie International, said; "The three one-of-a-kind Barbie dolls are an acknowledgment of the positive impact these women have made on our society and a tribute to their status as outstanding people. They are true role models for girls of all ages, embodying the essence and values of Barbie. Today's unveiling is really all about celebrating aspiration in this world. Whether you are four year's old or 70 year's old, we all need aspirational role models in our lives."

Kim Clijsters said; "When I was a young girl I played with my Barbie dolls all the time and took them with me everywhere I went. I am therefore deeply honoured and humbled as I today join the ranks of iconic women who represent Barbie's aspirational values."

In addition to the unveiling of the three dolls, Kim Clijsters daughter Jada also received her very own unique Barbie doll. Kim Clijsters explains; "My family means everything to me, so I was really excited when I found out that Jada would also receive her very own "Jada" Barbie doll. This is something that is very special to me and my family and we will cherish it for life."

The three one-of-a-kind Barbie dolls will be showcased in Mattel's showroom at the Nuremburg Toy Fair from the 4th-10th February. As the doll are one-of-a-kind and made exclusively for each women, they will not be sold at retail.

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ADDITIONAL QUOTES

Rosa Zeegers, Senior Vice President, Barbie International, on tennis player Kim Clijsters

"Kim Clijsters not only embodies the values of Barbie, she is a reflection of today's women who manage successful careers while enjoying their families and celebrating motherhood."

Rosa Zeegers, Senior Vice President, Barbie International, on author J.K Rowling

"J.K Rowling is a testament to Barbie's aspirational message that you can achieve anything you want to through determination and self belief. J.K. Rowling is not only a successful business women but she also dedicates herself to numerous philanthropic efforts around the world, a very powerful message to young girls."

Rosa Zeegers, Senior Vice President, Barbie International, on HRH Crown Princess Victoria of Sweden

"HRH Crown Princess Victoria of Sweden is a true contemporary 21st century princess and an inspirational global citizen. The Crown Princess dedicates herself to charitable causes around the world and helps bring attention to those less fortunate. A great role model for girls across the globe."

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DESIGN DETAILS OF EACH DOLL

HRH Crown Princess Victoria doll

The unique doll wears a re-creation of the actual ensemble worn by Crown Princess Victoria at the 2006 Nobel Prize Awards Banquet. The extravagant top is created of hand-dyed French lace, which is then hand-glittered. Crafted of moiré taffeta, the skirt with long train reflects rich, shimmering hues. Satin clutch with genuine snap glitters with a golden and “gem” embellishment. A pale blue sash holds two golden medallions while a blue ribbon bow worn at the neckline holds a “cameo” brooch. Her actual ring is removable and she wears “jeweled” drop earrings, bracelet, and necklace. Her dark brunette hair, styled in her signature low bun, is topped with a handmade silvery crown, glittering with clear white rhinestones. The Crown Princess Victoria doll would not be complete without her own throne, and so she comes with an ornate handmade throne with blue velvet upholstery.

Kim Clijsters doll

The one-of-a-kind portrait doll has been sculpted in the likeness of Kim Clijsters with her golden blonde hair, accented with light blonde highlights, pulled back in a low ponytail, while wavy curls frame her face. She wears a tennis ensemble inspired by the one she wore when she won the final of the US Open in 2009. Created of authentic Fila fabric, the ensemble includes a miniature re-creation of Kim Clijsters’ top and skirt. She wears a silvery necklace with clear Swarovski® crystal. Also included are real socks, and tennis shoes that sport the Barbie® silhouette and logo graphics. Her racquet features authentic tennis grip and Barbie® logo; the ball is authentic tennis-green. The proud symbol of her accomplishment, a genuine pewter replica of the US Open trophy is included.

The doll also comes with a miniature version of Kim Clijsters’ daughter, Jada. This tiny doll charms with golden blonde curls, styled in a cute and playful look. Jada wears a re-creation of the actual outfit she wore on the day her mother became the US Open champion. The pants and black and white striped top, created of single knit, were meticulously designed to match the original.

J.K. Rowling doll

Sculpted in J.K Rowling’s likeness, the doll’s ashy blonde hair features brunette lowlights and a wispy, shoulder-length style. The doll portrays J.K. Rowling when she was awarded the Legion D’Honneur medal by President Sarkozy of France in 2008. Inspired by her actual ensemble, the doll wears a 2-piece, black woven wool suit. The finely tailored jacket features a button of charcoal Swarovski® crystal. The matching skirt is accented with a Barbie® pink, lace edging. Underneath, a lace-edged hot pink spandex camisole lends a touch of girly whimsy. Lovely accessories include silvery crystal drop earrings and stiletto pumps with soles painted Barbie® 219C pink! The actual ring is removable, holds a “cameo” and is handmade. A French medal of honor and lily bouquet complete this striking tribute.

Photo caption

“DOLLS GALORE – [from left to right] Author J.K. Rowling, HRH Crown Princess Victoria of Sweden and tennis star Kim Clijsters unveiled as Barbie dolls at world’s largest toy fair in Germany”

For further information or order b-roll running footage, please contact;

Viviane Borges
Rachael King
Ricky Vazquez

Viviane.borges@uk.ogilvypr.com
Rachael.king@uk.ogilvypr.com
ricky.vazquez@ok.ogilvypr.com

+44 (0) 2073091030
+44 (0) 2073453425
+44 (0) 2073091269

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FAST FACTS

- Barbie's real name is Barbie Millicent Roberts
- Barbie is from Willows, Wisconsin, and went to Willows High School
- Ruth Handler, co-founder of Mattel, brought her vision of a three-dimensional doll to life with the introduction of Barbie in 1959
- Barbie first appeared in the now-famous black-and-white striped swimsuit and signature ponytail
- Barbie has four sisters Skipper (1964), Stacie (1992), Kelly (1995) and Krissy (1995)
- Barbie's first pet was a horse named Dancer
- The first Barbie doll sold for \$3.00
- Barbie's signature color is Barbie pink – PMS 219
- Barbie's first boyfriend, Ken, debuted two years after Barbie in 1961
- Ken was named after the son of Mattel founders Ruth and Elliot Handler
- Ken and Barbie broke up on Valentine's Day in 2004 after being together more than 43 years
- The best-selling Barbie doll ever was 1992 Totally Hair Barbie, with hair from the top of her head to her toes
- Barbie has been outfitted by more than 70 famous couturiers
- Barbie has had more than 108 inspirational careers

BY THE NUMBERS

- 1 billion – fashions have been produced since 1959 for Barbie and friends
- 105 million – yards of fabric that have gone into making Barbie and friends' fashions, making Mattel one of the largest apparel manufacturers in the world
- 56.5 million – results received from googling Barbie
- 18 million – registered users worldwide on BarbieGirls.com
- 300,000 – Barbie dolls sold in 1959
- \$27,450 – cost of the original 1959 Barbie doll in mint condition
- 300 – Facebook pages in her likeness
- 108 – Careers Barbie has had in her lifetime
- 1,000 – YouTube Channels dedicated to Barbie
- 100 – people, designers, seamstresses, pattern makers and stylists needed to create a single Barbie outfit and look
- 100 – careers Barbie has had in her lifetime
- 90 – percent of girls ages 3-10 who own at least one Barbie doll
- 70 – famous designers who have outfitted Barbie
- 50 – pets including dogs, horses, ponies, cats, a parrot, a chimpanzee, a panda, a lion club, a giraffe and a zebra Barbie has owned
- 50 – different nationalities Barbie has represented
- 43 – years Barbie and Ken were together
- 15 – fine artists who work on one Barbie using water-based acrylics and tiny sable brushes
- 14 – chart-topping, direct-to-DVD movies Barbie has starred in
- 12 – average number of Barbie dolls girls ages 3-6 own
- 11.5 – inches Barbie stands tall
- 7.25 – ounces, Barbie's weight
- \$3.00 – Cost of the first Barbie doll sold in 1959
- 1 – Barbie is the No. 1 doll property in the US and the No. 1 worldwide property in the traditional toy industry

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