

Barbie® Collector “Mad Men” Dolls
GOLD LABEL COLLECTION

Barbie®, Lionsgate® and AMC have partnered to bring fans Barbie® Collector “Mad Men” dolls.

The first licensed doll line in the Barbie® Fashion Model Collection, the “Mad Men” series’ iconic 1960s style and aesthetic are celebrated through each doll and will please Barbie® collectors and “Mad Men” fans alike.

“Mad Men”, produced by Lionsgate® and airs on AMC, is the multiple Emmy® and Golden Globe® Awards-winning television series that chronicles the lives of the men and women of Madison Avenue advertising in the 1960s. The Barbie® Collector “Mad Men” dolls mark the 10-year anniversary of the Barbie® Fashion Model Collection, a signature Silkstone® collection within the Barbie® brand known for featuring couture quality fashions and accessories, and arrive in time for the premier of the fourth season of “Mad Men”.

Designed by Barbie designer Robert Best, the “Mad Men” Barbie doll line features key players from the Sterling Cooper Advertising Agency: creative director and leading man Don Draper; his wife Betty Draper; Sterling Cooper partner Roger Sterling; and bombshell office manager Joan Holloway.

Gracefully molded of Silkstone®, a material that resembles the look and weight of porcelain, each doll is stylized in iconic costumes from the series, and comes with accessories true to their show counterparts. Don Draper wears his classic, polished red-lined suit and comes accessorized with a hat, overcoat and brief case; Betty Draper’s classic look is captured with unparalleled detail, from her pearl necklace to her pumps; Joan Holloway looks chic in a purple skirt suit and perfectly styled coif with her staple accessory — a pen necklace; and Roger Sterling is looking dapper with his monogrammed shirt.

The Barbie® Fashion Model Collection “Mad Men” Barbie® dolls will be available July 2010 for a suggested retail price of \$74.95. Available at BarbieCollector.com, amctv.com and select retailers.

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Barbie®

COLLECTOR

“It was an absolute perfect match.”

— Matthew Weiner,
creator, MAD MEN

“I was always obsessed with Barbie as a kid. It really was my place of fantasy and escape and design and creativity. I was totally star struck.”

— Janie Bryant,
costume designer, MAD MEN

“To be able to immortalize it (Mad Men) in Barbie, is just mind blowing to me.”

— Robert Best,
designer, Barbie®