

From the moment **Barbie Millicent Roberts™** hit store shelves, a fashion star was born. She has always been a **snapshot of style in-the-moment**, giving girls a **guide to glam**, license to dream and allowing them a way to make a personal fashion statement through play.



1959: The very first Barbie® doll made a splash at **New York Toy Fair** sporting her famous ponytail hairstyle, eye-popping black-and-white bathing suit, stylish open-toed shoes, too-cool shades and golden hoop earrings. Fabulous fashions with delicate details were sold separately— from \$1 to \$5— so girls could truly play fashion show with their “**teenage fashion model**” of a doll.

Barbie®

1959: Original Teenage Fashion Model™ Barbie®

1960s: The Beatles led the British Invasion and, along with an exciting new sound, jumpstarted a youth movement that brought hemlines way up and hair way down as teenagers adopted the “Carnaby Street” look.

As fast as 60s fashions evolved, so did Barbie® from her famous bouffant, bubble-cut hairstyle and fashions that mirrored First Lady Jackie Kennedy, to the sleek hair and clothes of the multi-colored, swirling Mod era.

In 1967, **Twist ‘N Turn™** Barbie® doll’s new, **moveable body** donned a stylish bright orange bikini similar to the one model Marilyn Tindall wore in that year’s *Sports Illustrated* Swimsuit Edition.



1962:
*Brunette
Bubble Cut™*
Barbie®



1967:
Twist ‘N Turn™
Barbie®

Barbie®

1970s: From **flower-power** to **girl-power** to **fun-in-the-sun-power**, Barbie® doll's diverse style reflected the 70s alternative lifestyles.

Skirts went from mini to maxi and hair had a new flair—long and loose.

Malibu Barbie® made everyone “wish they all could be California girls...” Tan with shimmering, straight blonde hair, her simple blue tricot bathing suit with yellow beach towel and quintessential pink sunglasses could have been the genesis of the Beach Boys' hit song.

Superstar Barbie® (with armcandy Ken® doll) claimed the disco spotlight with glitz, glitter and over-the-top polyester-glam. The tres chic complement to her flowing, fuchsia dress—an all-new, **Star 'Vette™** car.



1971:
Malibu
Barbie®



1971:
Live Action
Barbie®



1977: Star 'Vette™ car

Barbie®

1980s: Like everything in the 80s, the style of Barbie® was, like, totally bold and so totally excessive. MTV sparked a new youth movement and the decade's fads and fashions were broadcast around the globe.



Barbie & The Rockers™ took shoulder pads, scrunchies, big belts and leggings to a whole new level. Move over Madonna—neon never looked so good.

Shattering the glass ceiling, **Day to Night™**

Barbie® became a briefcase-carrying power executive-by-day and couture-inspired, ultra sophisticate by night, reflecting the popularity of nighttime soap operas like “Dynasty.”



1985:
Day To Night™
Barbie®

1986: Barbie and
the Rockers™



1985: Peaches 'N
Cream Barbie®

Barbie®

1990s: The “fab five” of the 90s now refers to Cindy (Crawford), Linda (Evangelista), Claudia (Schiffer), Naomi (Campbell) and Christy (Turlington) whose ultra-glam lifestyle reflected the pace of the decade’s race to the new millennium.

Shoulder pads were still big but hair was even bigger with teased bangs and perms.

Totally Hair™ Barbie®, the **best-selling Barbie doll to date**, celebrated the “big hair” craze and loud fashions of the early 90s. Featuring the first, longest locks for Barbie doll at 10 ½ inches.

With the new millennium just around the corner, **Generation Girl™ Barbie®** took on the late 90s sassy-meets-preppy look.



1991: All American Barbie®

1999: Generation Girl™ Barbie®

Barbie

2000s: Girl power was in full swing and girls began choosing to put their own personal stamp on style. And speaking of style, it was bold, beautiful and all about denim.

As the fashion world became more body conscious, so did Barbie. **Jewel Girl™**

Barbie® underwent a millennial makeover featuring a new, more athletic physique, a bendable, flexible waist and her **first belly button**. Always ready for a party, her hipster slim pants, crop top and fresh-colored pastel jacket could go from day to night in a flash. Bring on that personal touch—her stick-on fashion jewels allowed girls to customize the outfit or accessorize their own rock star-inspired look.



Barbie and MAC cosmetics reset the global style agenda again with the **Barbie® Loves MAC** doll whose fashion palate “tie-dyed denim” wash jeans are paired with high black faux suede boots.

2009: Fresh from **Mercedes-Benz Fashion Week**, Barbie once again tops the best dressed list, kicking off yet another fabulous decade of style. Wearing the season’s

hottest looks and carrying all the “in” accessories, 50 never looked so good.

Barbie