

# [***Barbie turns 65***](https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:6BHJ-F691-JCG7-81CD-00000-00&context=1516831)

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**Body**

At 65 years old, ***Barbie*** shows no signs of retiring from her 250 different jobs as a plastic, fantastical doll whose tiny feet have left a big cultural footprint on the world.

Mattel's original ***Barbie***, with her iconic blonde hair, black and white bathing suit and eyes turned sideways, was inspired by creator Ruth Handler's daughter Barbara in 1959.

However, in 2024, the year ***Barbie*** celebrates its 65th anniversary, the dolls are made in a diversity of colors, hair textures, bodies and more.

"***Barbie*** used to be a more singular reflection of beauty and more one-dimensional. Today, there are many ***Barbies***, and we have multiple views of the brand," Mattel executive vice president and chief brand officer Lisa McKnight told Reuters news agency at the Mattel Design Center in Los Angeles.

***Barbies*** come in 35 skin tones, 97 hairstyles and nine body types, including wheelchair, Down syndrome, vitiligo and plus-size dolls, as well as gender-neutral dolls.

The commercial success of the 2023 8-time Oscar-nominated movie "***Barbie***," directed by Greta Gerwig and starring Margot Robbie and Ryan Gosling, added new emotional depth to the doll.

To this day, some still associate ***Barbie*** with unrealistic body proportions, gender roles and Eurocentric canons of beauty. With these concerns in mind, Mattel continues to add multifaceted dolls.

The 65th anniversary dolls, created by Filipina Carlyle Nuera, lead designer of ***Barbie*** Signature, reinterpret the original ***Barbie***'s black-and-white swimsuit with white "cat-eye" style sunglasses.

With information from Reuters

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