

# [***Barbie's a catwalk model; Barbie is turning 65, but she still sets major trends when it comes to fashion. By YOLANTHE FAWEHINMI***](https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:6BKN-B2D1-JCBW-N0WK-00000-00&context=1516831)

The Journal (Newcastle, UK)

March 20, 2024 Wednesday

Edition 1, National Edition

Copyright 2024 Reach PLC All Rights Reserved

**Section:** NEWS; Pg. 19

**Length:** 846 words

**Byline:** YOLANTHE FAWEHINMI

**Body**

INVENTOR Ruth Handler first introduced pint-sized plastic doll ***Barbie*** to the world at the 1959 Toy Fair in New York City.

***Barbie*** - whose full name was Barbara Millicent Roberts - was named after Ruth's daughter, Barbara and was made in the likeness of an adult.

***Barbie*** came from the fictitious town of Willows, Wisconsin, and made her debut 65 years ago this month, wearing a black and white striped chevron swimsuit, with a pair of white retro cat-eye sunglasses in her hand.

Ruth, who passed away in 2002 at the age of 85, had a fresh take on dolls and wanted to change how children played with them.

"My whole philosophy of ***Barbie*** was that through the doll, the little girl could be anything she wanted to be," she said. "***Barbie*** always represented the fact that a woman has choices."

There has been a whole host of ***Barbie*** incarnations over the years, and she has inspired art - Andy Warhol painted her in 1986 - hosted her own catwalk show at New York Fashion Week and been on Time Magazine's cover.

Inspired by the milestone birthday, the 2024 Spring Fashionistas dolls pay homage to ***Barbie***'s evolving fashion through the years by replicating her iconic looks.

The ***Barbie*** 65th Anniversary collection also revisits some of the most popular careers and fashion looks from ***Barbie***'s extensive archives.

The latest career dolls include a farm vet, pop star and astronaut - three of the most popular careers held by ***Barbie*** since her creation.

One of the anniversary dolls is inspired by the original 1959 ***Barbie***, dressed in a classic white and black stripe scallop-edged ballgown, with a sheer underskirt paired with black gloves, in a nod back to that iconic swimsuit.

A lot of outfits are inspired by female trailblazers across various industries. "This is seen through ***Barbie***'s impressive closet and repertoire of 250+ careers - ***Barbie*** is never afraid to try new things and inspires her fans to live out their limitless potential," says Kim Culmone, senior vice president and head of design for dolls at Mattel.

"We are committed to using her platform to share a multi-dimensional view of beauty with kids across the globe. We're proud of our journey with ***Barbie*** to be reflective of the world children see around them - and we will continue to add representation through careers, fashions, hair textures, style and more."

Kim adds: "***Barbie***'s style is about self-expression, aspiration and living authentically. Power dressing inspires confidence and empowers you to be unapologetically yourself.

"Often, ***Barbie*** is a designer's first introduction to fashion - as they dress and style her, they discover the power and delight of storytelling through her closet. Her style is unique as not only does she follow the trends, she sets them.

"She evolves with the times, never allowing her style to go stagnant. Her wardrobe is limitless. All in one day, ***Barbie*** can rock a glamorous designer gown to breakfast, wear an astronaut suit to space for work, and then transition to the latest street style for dinner. ***Barbie*** is at her best when her looks are reflective of what's happening now in fashion."

***Barbie*** has generations of

When Greta Gerwig's ***Barbie*** movie, starring Australian actress and producer Margot Robbie as ***Barbie*** and Canadian actor Ryan Gosling as Ken, came out last year, there was a sharp rise in the "Barbiecore" trend, with hot pink having a moment.

The trend, which encapsulates ***Barbie***'s larger-than-life pink aesthetic and idyllic way of living, often paired with nostalgic accessories, was sported by celebrities such as

Florence Pugh, Lizzo and Vanessa Hudgens. It even made a mark on fashion runways, including the Valentino 2023 autumn/winter show in collaboration with Pantone Color Institute, which featured the bright Pink PP hue created exclusively for the Italian fashion house.

"I loved seeing fans lean into Barbiecore," says Kim. "We are seeing the world reclaim hyperfemininity, and ***Barbie*** is here for it. I've always said pink is not a passive colour ... it's a power colour. Pink has always been ***Barbie***'s favourite colour - she even has her own signature ***Barbie*** Pink Pantone shade (PMS 219)."

inspired girls

In the 1970s, the team strategically began to prominently [use] the colour pink in packaging. This creative shift contributed to the pink association with the brand. For ***Barbie***, pink stands for limitless potential and is a symbol of empowerment.

New book ***Barbie***: The World Tour also comes out this month commemorating how movie star Margot Robbie and stylist Andrew Mukamal brought some of ***Barbie***'s most memorable outfits to the red carpet during the film's press tour.

"***Barbie*** first stepped into the fashion scene 65 years ago," says Kim, "since then, she's secured her place in history with her incredible wardrobe, amazing resumé and has been dressed by the world's most famous designers - inspiring millions as their first fashion muse and strong female role model."

My whole philosophy of ***Barbie*** was that through the doll, the little girl could be anything she wanted to be... ***Barbie*** always represented the fact a woman has choices ***Barbie***'s creator Ruth Handler

**Graphic**

KEY FIGURE: ***Barbie*** made her debut in March, 1959HELLO DOLLY: Ruth Handler named the doll she invented after her daughter BarbaraTHINK PINK: Margot Robbie at the ***Barbie*** premiereBarbie has inspired generations of girls not a power producerEXTENSIVE WARDROBE: Some of the 65th anniversary ***Barbie*** dolls and, far right, a 1961 original Ken doll

**Load-Date:** March 20, 2024

**End of Document**