

# [***Irene Sáez launched a tremendous proposal to Barbie's company***](https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:6BSC-1H71-JCG7-84RK-00000-00&context=1516831)

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**Body**

The former Venezuelan beauty queen **Irene Sáez**, is among the most relevant trends of digital platforms, after not being left behind in the global trends that led to the ***Barbie*** doll, and did not hesitate to share it publicly with her thousands of virtual users.

In this sense, through her **Instagram** account, she recalled the copy that **Mattel** gave her when she was crowned **Miss Universe** in the 1981 edition of the contest,

However, her intention did not imply only this, since, the also political artist in a new publication, talked about the typical liqui-liqui costume, which is inspired by her and posed a second doll.

In 1995, the **Rotoplast** brand, which had a branch in **Yaracuy**, manufactured a model for **Irene Sáez**, after **Mattel** withdrew the license for the production of the dolls in 1194.

However, beyond the photograph, she accompanied the post with a message, which caught the attention of the public, since she made a proposal to the manufacturing company for a doll

"Creating a ***Barbie*** doll with a typical **Venezuelan** costume such as liqui liqui was a unique and culturally enriching idea. However, creating a customized doll with specific costumes would require collaboration with **Mattel**," she wrote.

Consequently, **Irene Sáez**  pointed out that: "It could be an exciting project if approached with respect and sensitivity. An idea of global togetherness," in reference to ensuring respect for cultural representations and avoiding problems of cultural appropriation.

Finally, this approach drove all her admirers crazy on **Instagram**, who expressed various signs of affection and impulses for the idea to materialize, since they consider **Sáez** as an icon of the beauty of Venezuelan women worldwide.

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