

# [***Mattel's Barbie: A Touch of Magic Returns for Season 2 April 18***](https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:6BRR-DFF1-DXMP-K0GP-00000-00&context=1516831)

Contify Retail News

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**Body**

Mattel, Inc. announced the return of ***Barbie***: A Touch of Magic for a second season premiering on Netflix on April 18. The show follows ***Barbie*** 'Brooklyn' Roberts and ***Barbie*** 'Malibu' Roberts on a mysterious adventure with themes of family, friendship, and fantasy. The series aims to empower young viewers with ***Barbie***'s message that they can be anything.

Key Highlights

\* Themes of family, friendship, and fantasy are prominent in A Touch of Magic Season 2

\* Season 2 will have 13 episodes of 22 minutes each

Original Press Release:

April 4 -- Mattel Inc issued the following news release:

Mattel, Inc. today announced that the fan-favorite animated series ***Barbie***: A Touch of Magic is returning for a second season. Premiering April 18 on Netflix, the 13 new episodes will follow ***Barbie*** "Brooklyn" Roberts and ***Barbie*** "Malibu" Roberts as they take on a new, mysterious adventure.

When a magical crystal gem goes missing, ***Barbie*** and ***Barbie*** are on the case! Balancing their teenage lives in Malibu and their trips to the magical realm of Mesmer, they encounter new fantastical friends throughout. With themes of family, friendship and fantasy, A Touch of Magic Season 2 is sure to enchant audiences globally.

"We're thrilled to bring back ***Barbie***: A Touch of Magic for a second season with a new, adventure-filled story," said Michelle Mendelovitz, Global Head of Mattel Television Studios. "The series is meant to instill wonder, confidence, and exploration in our young viewers as it empowers them through ***Barbie***'s message that they can be anything."

Christopher Keenan and Frederic Soulie serve as Executive Producers, with Scott Pleydell-Pearce serving as series director. Season 2 of ***Barbie***: A Touch of Magic will consist of 13 22-minute episodes and will be available April 18 on Netflix in the U.S. as well as APAC (excluding China), Spain, South Africa, Nordics, and Benelux. Later this year, Netflix will roll out the new season in other regions including Portugal, the U.K., the Middle East, Turkey, Greece, Latin America, Poland, Central & Eastern Europe, France, Italy, and Germany. Beyond Netflix, other global distribution partners for A Touch of Magic's second season are POP (UK), Super RTL (Germany), Gulli (France), Cartoonito (Italy), Canal Panda (Portugal), Cartoon Network (MENA), Zoom (Israel), Minimax (Eastern Europe), MiniMini (Poland), Ejunior (UAE) and Discovery Kids (Latin America).

***Barbie***: A Touch of Magic's April 18 release will be accompanied by a full music EP, including the singles "Got the Magic Touch" and "Center Stage", which are slated to debut April 5 and April 12, respectively.

Source: Mattel Inc

[Category: New Offerings, Events]

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