

# Barbie™ POWER & STYLE



★  
*Red Flare*

ICON OF  
SOPHISTICATION

TIMELESS  
FASHION

PRESIDENTIAL  
ELEGANCE

COLLECTOR'S EDITION

A 1998 Reproduction

80  
MATTEL



# Contents

4

## Story of an Icon

Discover *Red Flare*, the outfit that symbolizes the classic elegance of the most distinguished women of the 1960s.

8

## Fashion Breakdown

Fashion expert and designer @sereinne\_ analyzes the sophisticated look of the *Red Flare* ensemble.

10

## Inspiring Women

Jackie Kennedy left a lasting mark on her country's political history and became a symbol of refinement.

14

## Fashion Focus

The style of First Ladies and fashion as a tool for communication.

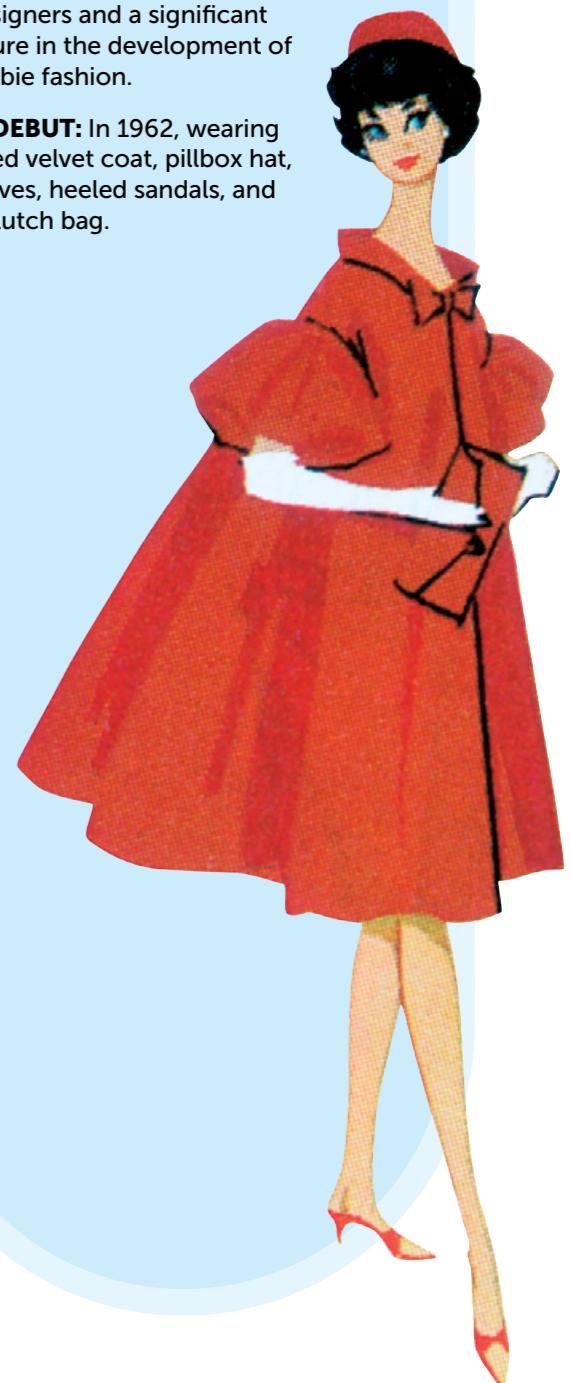
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BARBIE BIO



RED FLARE

• 1962 •

★ **OUTFIT NAME:** *Red Flare*.★ **THE INSPIRATION:** The elegance of fashion icons who defined the 1950s and early 1960s.★ **THE STYLE:** Polished, refined, and striking all at once.★ **DESIGN:** Created by Charlotte Johnson, one of Mattel's key designers and a significant figure in the development of Barbie fashion.★ **DEBUT:** In 1962, wearing a red velvet coat, pillbox hat, gloves, heeled sandals, and a clutch bag.

## STORY OF AN ICON

LADY  
in RED

THE RED FLARE ENSEMBLE SYMBOLIZES THE ELEGANCE AND SOPHISTICATION OF THE EARLY 1960S, INSPIRED BY THE ERA'S FASHION ICONS WHO PROJECTED TIMELESS GLAMOUR AND UNWAVERING CONFIDENCE



Queen Ingrid of Denmark and her daughters reflect the fashion of the era on the streets of Denmark in 1964.

It was a time of change in the United States when the iconic *Red Flare* outfit was released in 1962. The election of President John F. Kennedy marked a wave of optimism in a country eager for fresh ideas. His young wife, Jacqueline Kennedy, quickly captivated the public with her intelligence and style, becoming a fashion icon who inspired women of all ages. In this climate of hope and renewal, the Barbie doll, dressed in her *Red Flare* outfit, projected the classic elegance of the time with a modern twist, embodying a style that resonated with the aspirations of 1960s women.



The 1962 *Red Flare* ensemble, modeled by the *Teen-Age Fashion Model* Barbie doll, embodied the era's classic elegance and became a symbol of high society. Opposite page: the *Bubble Cut Barbie* doll wears the 1960 *Silken Flame* ensemble, reissued in 1998 together with a reproduction of *Red Flare*.



The ensemble featured a striking red velvet coat with a trapeze silhouette, paired with a pillbox-style hat, white gloves, and red heels. The color red, associated with power and confidence, stood out against the softer hues that traditionally dominated women's fashion, conveying a message of strength and independence as embodied by the First Lady and her iconic style.

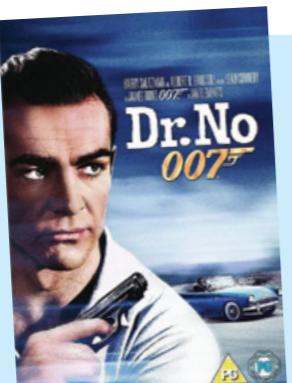
The meticulous craftsmanship of *Red Flare* was the work of Charlotte Johnson, Mattel's lead designer, who drew inspiration from the creations of the era's greatest couturiers, such as Cristóbal Balenciaga. The slightly cropped puffed sleeves, the strategic use of bows, and the open, stand-away collar were all hallmark elements of his vision.

*Red Flare* has remained in the shared memory of Barbie collectors and enthusiasts as a perfect example of the doll's ability to reflect the fashion trends of her time.★



Illustrations of *Red Flare* featured in the booklets that accompanied Barbie dolls in the 1960s. Opposite page: a carrying case decorated with the design of the iconic outfit.

## A Look Back at ...



Dr. No, the first James Bond film starring Sean Connery, premieres in London



Actress Rita Moreno wins the Academy Award for Best Supporting Actress for the musical West Side Story



Journalist Barbara Walters joins NBC's Today show



Ray Charles' version of I Can't Stop Loving You reaches number one on the Billboard chart



Host Johnny Carson makes his debut on NBC's The Tonight Show

## FASHIONBREAKDOWN Red Flare | 1962

POWER & STYLE

80

Barbie



The photo shows a 1998 reproduction featuring the Silken Flame outfit from 1960 and the Red Flare outfit from 1962.

### The Bouffant

The teased hairstyle, one of the key elements of Jackie Kennedy's signature look, gained popularity in the 1950s. Its fame grew during the 1960s thanks to the rise of female musical groups like The Supremes, which drove an increase in the sale of rollers and hair sprays.



### Topping It Off

A pillbox hat, named for its resemblance to vintage pill containers, adds a stylish touch to the look. Made from the same velvet as the outfit, it features a decorative bow at the back.



### Velvet Elegance

The perfect accessory is an envelope clutch crafted from the same red velvet and white lining as the outfit, fastened with a diamond-shaped detail.



### Touch of Class

Long white nylon gloves, a classic accessory for formal events, bring a relaxed elegance to the outfit. They create a dual effect: when the coat is closed, they provide visual contrast; when the dress is revealed, they add harmony to the look.

### Flared Design

The highlight of this ensemble is the bell-shaped coat with balloon sleeves and a white satin lining. Its cut softens the shoulders, creating an elegant silhouette through dropped armholes and gathered sleeves. The wide neckline, which elongates the neck, is finished with an ultra-feminine bow. Underneath, a dress with a red bodice and a skirt gathered at the waist completes the look. A wide gold belt with a prominent buckle unites the two pieces.

The heeled sandals are the perfect finishing touch to an ensemble where this bold hue takes center stage.

Jacqueline Kennedy Onassis' ability to project grace, intelligence, and dignity in every aspect of her public life made her a symbol of leadership and elegance.



## INSPIRINGWOMEN

# Jackie Kennedy

JOURNALIST + FIRST LADY

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**She is considered one of the most** influential figures of the 20th century. As First Lady, Jacqueline Kennedy Onassis, popularly known as Jackie O., redefined the role of women in politics and public life, moving beyond the label of "the president's wife" to be recognized as an active, sophisticated, and intellectual figure in her own right.

Originally from Southampton, New York, Jacqueline Bouvier received her education at the finest private schools, studied ballet, and developed a deep passion for horseback riding from a very young age. After her parents' divorce, she moved to Washington in 1942. She spent time in Paris studying at the Sorbonne before graduating with a degree in French literature from George Washington University in 1951. Her first job was as a photojournalist at the *Washington Times-Herald*. A year later, she would meet then-Democrat congressman from Massachusetts John F. Kennedy, whom she would marry on September 12, 1953, in Newport, Rhode Island.

After her husband was elected president in 1960, Jackie became admired for her elegance and skill in revitalizing the image of the White House. She oversaw the restoration of the presidential residence and actively promoted art and culture, launching a



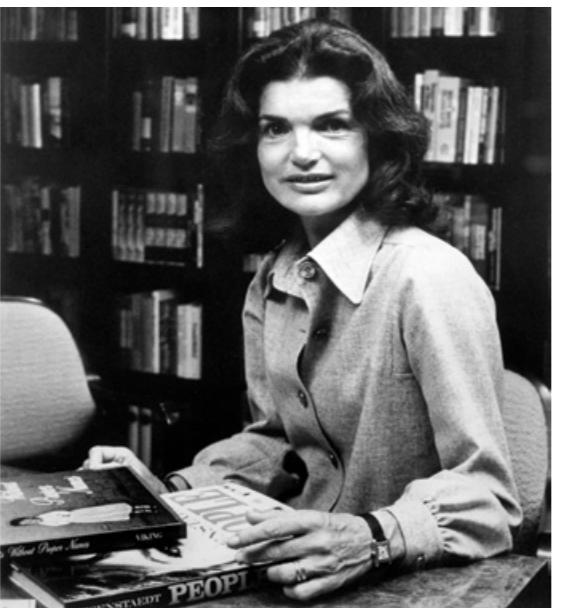
On her wedding day to John F. Kennedy in Newport, Rhode Island, in 1953, she dazzled in an ivory silk taffeta gown designed by Anne Lowe.



Left: Jackie with her husband, John F. Kennedy, at the door of their home in Washington on Inauguration Day in 1961.  
Below: a year later, walking through the gardens of the Presidential Palace in New Delhi with Indian Prime Minister Jawaharlal Nehru.



Above: President John F. Kennedy, John F. Kennedy Jr., Jackie, and Caroline Kennedy during a weekend in Hyannis Port, Massachusetts, accompanied by their dogs; the commemorative 2015 Jacqueline Kennedy First Spouse Gold Coin. Right: at the offices of Viking Press, Inc. in New York, in 1975, where she worked as a consulting editor.



series of historic preservation projects.

On the international stage, her influence was profound, as she helped shape global perceptions of the United States through numerous solo state visits and her diplomatic presence abroad.

In 1962, the former First Lady reached her peak status as a global icon. Her popularity was largely due to her unmistakable style and her collaboration with designer Oleg Cassini. Using French *haute couture* techniques and fabrics, the unique designs Cassini created for her marked the beginning of a new era of simplicity, defined by elegant lines, structured silhouettes, and luxurious materials.

However, her life took a tragic turn with the assassination of her husband in 1963, an event that left a deep imprint on her legacy. Years later, in 1968, she shocked the world by marrying the controversial shipping magnate Aristotle Onassis. She later returned to the professional world, working as an editor at prestigious publishing houses.

Jackie's influence transformed presidential fashion in the United States and beyond, proving that style could be a powerful tool for conveying leadership. Her legacy endures as a symbol of sophistication, political vision, and cultural advocacy.★



I want to live my life, not record it."

Jacqueline Kennedy Onassis

After her marriage to Aristotle Onassis, Jackie, seen here in 1970, divided her time between the magnate's private island, Skorpios, in Greece; an apartment in Paris; and her residence in New York.

## FASHION FOCUS

# Presidential ELEGANCE



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**The power of fashion is undeniable.**

For a First Lady, even more so, as it takes on a political dimension full of meaning. Those who have held this position have used it as a tool to define their style, project their image, and adapt to their role. While it can serve to reinforce or soften positions, clothing has also functioned as an instrument of diplomacy. Depending on what is worn, fashion can communicate values, establish cultural connections, and project either authority or approachability, as needed.

Throughout history, this strategic use of fashion has been a constant, with each First Lady building a carefully crafted image. Eleanor Roosevelt chose elegant but modest dresses, reflecting an unpretentious lifestyle, an authentic personality, and a commitment to social justice. Jackie Kennedy, globally recognized for her minimalist and monochromatic outfits, was meticulous in her clothing choices, particularly during foreign trips, where she would often incorporate the colors of the host country. The iconic pillbox hat, A-line dresses, clean geometric lines, and bold colors would become her signature look. Nancy Reagan, drawing from her experience in the film industry, favored glamour, wearing ornate suits, bold gold jewelry, and luxurious evening gowns, especially those designed by Oscar de la Renta.

In more recent decades, Michelle Obama stood out as one of the boldest First Ladies in terms of fashion, making headlines with modern prints and designs that broke away from the traditional mold. Her style mixed luxury designers such as Jason Wu and Ralph Lauren with accessible brands like J.Crew. Dr. Jill Biden, on the other hand, has become known for wearing elegant



Above: Michelle Obama in an evening gown by Doo-Ri Chung, Melania Trump in a cashmere dress by Ralph Lauren, and Dr. Jill Biden in an elegant lilac design by Reem Acra. Right: the Eleanor Roosevelt Barbie Inspiring Women doll, launched in 2021, pays tribute to the iconic First Lady with the longest tenure in U.S. history.



Jackie Kennedy's favorite designer was Oleg Cassini, though she also collaborated with houses such as Givenchy and Chanel. Left: with her husband John F. Kennedy on the night of his 1961 inauguration, wearing a dress designed by Ethel Frankau.

dresses in vibrant tones and striking prints, as well as for her growing commitment to sustainability, supporting designers like Gabriela Hearst. Melania Trump, for her part, has opted for a more sophisticated and exclusive style, favoring pieces from houses like Dolce & Gabbana and Gucci, choices that have reinforced her image as a reserved but powerful public figure.

Through their clothing, each has managed to project an image that goes beyond aesthetics, playing a key role in how they are perceived both at home and abroad. Fashion remains a way through which First Ladies leave their mark on history and on the public consciousness of their time.★

COLLECTOR'S EDITION

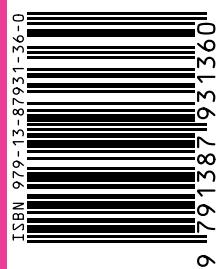
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