

Barbie™

POWER & STYLE

★
Solo
in the
Spotlight

A TRUE
'IT GIRL'

HOLLYWOOD
STYLE

STAR
POWER

COLLECTOR'S EDITION





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BARBIE BIO



SOLO IN THE SPOTLIGHT

• 1960 •

- ★ **OUTFIT NAME:** *Solo in the Spotlight*.
- ★ **THE INSPIRATION:** The great female singers of the 1950s.
- ★ **THE STYLE:** Luxurious and refined.
- ★ **DESIGN:** Created by Charlotte Johnson, one of Mattel's key designers and a significant figure in shaping Barbie's fashion identity.
- ★ **DEBUT:** Released in 1960, featuring an evening sheath, scarf, black heels, necklace, long gloves, and a microphone.



STORY OF AN ICON

STAR *Power*

THE *SOLO IN THE SPOTLIGHT* ENSEMBLE EVOKES THE ELEGANCE AND CHARISMA OF LEGENDARY PERFORMERS WHOSE STAGE PRESENCE AND TALENT CAPTIVATED AUDIENCES THROUGHOUT THE MID-20TH CENTURY

F

From the 1930s to the 1950s, musical performers were the superstars of their era, dazzling the public with their dulcet tones and commanding style. Icons like Marlene Dietrich, Eartha Kitt, and Hildegard became cultural and musical legends. When the *Solo in the Spotlight* outfit debuted in 1960, it paid homage to these powerful women — the original ‘It girls,’ whose glamour and stage presence inspired awe. That’s exactly what Mattel’s lead designer at the time, Charlotte Johnson, sought to capture. “It looked like something someone would wear while performing,” she recalled. “There was a singer named Hildegard at the Waldorf who always wore a silk scarf, so I made a pink one for Barbie.”

Solo in the Spotlight’s fitted black gown, glittering with sparkles and topped with a tulle ruffle at the hem, also reflected the fashion trends of the time, both in the U.S. and abroad. The gown’s silhouette follows the



Actress Marilyn Monroe in 1955 wearing a mermaid-style evening gown designed by French-American designer Oleg Cassini. The silhouette became a favorite among Hollywood stars of the era.

The *Solo in the Spotlight* ensemble not only reflects the visual aesthetics of the era but also celebrates the power and grace of the great performers of the time.



Actress Margot Robbie dazzles in a spectacular Schiaparelli gown inspired by *Solo in the Spotlight* during the world premiere of the *Barbie* movie in Los Angeles, 2023. Right: The Teen-Age Fashion Model Barbie doll wears the iconic ensemble in special edition packaging.



A carrying case for Barbie dolls, featuring the *Solo in the Spotlight* design illustration.

classic mermaid cut, attributed to French designer Marcel Rochas in the 1950s. Designers like Cristóbal Balenciaga and Oleg Cassini helped popularize the look, which remains a red carpet staple today.

Solo in the Spotlight is one of Barbie's most celebrated vintage ensembles and a favorite among collectors. A tribute to the music, elegance, and drama of the Golden Age, it remains a standout in Barbie's fashion legacy. ★



A mini Barbie doll booklet alongside pieces from the original *Solo in the Spotlight* set, which was available from 1960 to 1964.

A look back at...

1960



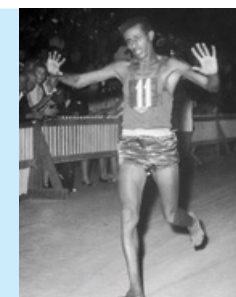
Shelley Winters wins the Academy Award for Best Supporting Actress for *The Diary of Anne Frank*



Federico Fellini's film *La Dolce Vita* premieres



The Hollywood Walk of Fame is inaugurated



Ethiopian marathoner Abebe Bikila makes history by winning the first Olympic gold medal for a Sub-Saharan African athlete—while running barefoot



Legendary singer Etta James releases her iconic song *At Last*



@sereinne_

Fashion Expert
& Designer

Signature Style

The hairstyle, typical of the Teen-Age Fashion Model Barbie doll, features a high ponytail cascading into voluminous, timeless waves, paired with thick, sculpted bangs.



Elizabeth
Taylor

Theatrical Allure

Bold red lips, like those worn by Elizabeth Taylor, are complemented by turquoise eyeshadow and thick, short eyeliner—a makeup look characteristic of the era.



LaVern Baker

Show-Stopper

The fitted strapless black Lurex gown and flares at the calf into a dramatic tulle ruffle, accented with a red satin rose. The fabric mimics the shimmer of sequins. Her look recalls the Golden Age of Hollywood and singers from the 1950s and 1960s, like LaVern Baker, during the height of showbiz glam. The lights dim, the crowd goes silent, and the Barbie doll wearing *Solo in the Spotlight* takes the stage—radiating the charm of a dazzling era.



Neckline Sparkle

A four-strand choker of translucent beads, designed to resemble crystal pearls, captures the dramatic flair of early 1960s style. It's perfectly paired with classic pearl earrings.

Star Accessory

A long pastel pink chiffon scarf, designed for onstage interaction, completes the look of this era's singer.

Statement

Gloves

The opera-length gloves, made of nylon tricot, are the ultimate expression of elegance and refinement.

The Timeless

Classic

Black open-toe plastic heels reveal red nail polish—a playful nod to the matching red rose on the doll's dress and her red lips.

Lucille Ball's impact on comedy and television remains strong today. Her role as an entrepreneur in Hollywood paved the way for future generations of creators and producers.

INSPIRING WOMEN

Lucille Ball

COMEDIAN + PRODUCER

Few figures in entertainment

have been as beloved and influential as Lucille Ball. A pioneer in comedy, her exceptional talent for acting, singing, and dancing made her one of the most versatile performers of her time — not only the star of *I Love Lucy*, but also one of the most powerful women in the industry. With her unmatched sense of humor and ability to connect with audiences, Ball broke barriers on television and helped redefine women's roles both in front of and behind the camera.

The iconic redhead was born in Jamestown, New York. From an early age, she showed a passion for performing, enrolling at 14 in the John Murray Anderson School for the Dramatic Arts—though her teachers didn't initially recognize her potential. Undeterred, Ball moved to Hollywood, working as a model and in minor roles before meeting Cuban-American actor Desi Arnaz. The pair married in secret and went on to create *I Love Lucy* in 1951—one of the most successful and groundbreaking television shows of all time, and the first to be filmed in front of a live audience.



The show broke new ground by portraying a marriage between two people from different cultural backgrounds and incorporating elements from Ball and Arnaz's real life into the storyline.



The comedian with her children, Lucie Arnaz and Desi Arnaz Jr., during a 1962 appearance on *The Lucy Show*—her first television project after *I Love Lucy*.



Above: The poster for *Being the Ricardos*, a film that portrays the relationship between Lucille Ball and Desi Arnaz. Right: One of the two stars awarded to Ball on the Hollywood Walk of Fame. Below: The couple's production company logo.



In addition to starring in the show, Ball also served as producer—a dual role nearly unheard of for women in entertainment at the time. She revolutionized how female artists were viewed across acting, directing, and producing. Alongside Arnaz, she co-founded

Desilu Productions, the company behind hits like *The Dick Van Dyke Show* and *Star Trek*, which had been rejected by other studios until Ball's leadership helped get it greenlit at NBC. Her persistence played a crucial role in popularizing science fiction on television.

After divorcing Arnaz in 1960, Ball took full control of the studio, becoming the first woman to run a major Hollywood production company. That same year, she debuted on Broadway as both producer and lead of the musical *Wildcat*, showcasing her talent beyond television. Under her leadership, Desilu continued to drive innovation in the TV and film industries. She remained active in theater and television until her retirement in the 1970s.

Ball's career earned her numerous accolades, including five Emmy Awards, a Kennedy Center Honors in 1986, and the Presidential Medal of Freedom in 1989. She remains one of entertainment's most iconic trailblazers—a creative visionary whose wit, charisma, and leadership forever transformed the landscape of television. ★

Desilu.

The entertainment trailblazer holding her Emmy Award for Best Actress in a Comedy Series in 1968, for *The Lucy Show*, broadcast on CBS.



I'm not funny. I'm brave."

Lucille Ball

Actress Ava Gardner often wore form-fitting gowns that accentuated her silhouette and evoked a magnetic presence, like the one seen in this 1952 photograph.

Timeless GLAMOUR

THE EVENING GOWNS OF HOLLYWOOD'S GOLDEN AGE AND THEIR ENDURING LEGACY AS SYMBOLS OF SOPHISTICATION

TREND TALK

They say true elegance never goes out of style, and few eras prove it better than the 1950s, when stars lit up the red carpet in impeccably tailored evening gowns that, to this day, remain the epitome of distinction. Hollywood's Golden Age was defined by this refined and sophisticated style, reaching unmatched levels of craftsmanship and polish.

Designers like Christian Dior, Cristóbal Balenciaga, and Hubert de Givenchy set the tone with silhouettes that celebrated classic elegance: cinched waists, full skirts, and luxurious fabrics like satin, silk, and taffeta. It was the era of Dior's New Look, which had revolutionized fashion at the end of the 1940s.

With help from renowned Hollywood costume designers like Edith Head and Irene Sharaff, movie stars became the ultimate ambassadors of this aesthetic. Grace Kelly, with her love of clean-lined gowns, became a timeless fashion icon. Audrey Hepburn brought a modern and refined beauty to the trends of the time with a minimalist yet always polished style. Dorothy Dandridge dazzled in elegant strapless dresses that highlighted her shoulders and figure. Ava Gardner added a sense of drama and allure to fashion in that era, forging a signature style in favoring designs with bold necklines, off-the-shoulder cuts, and shimmering fabrics.

The splendor of 1950s eveningwear, beautifully captured in the Barbie doll's *Solo in the Spotlight* outfit, remains an enduring source of inspiration. From mermaid silhouettes and strapless cuts to flattering drapes, many of today's red carpet trends trace their roots back to this Golden Age, when cinema and *haute couture* joined forces to create an enduring image of elegance. ★



Evening gowns of the era were known for their sculptural designs, often adorned with feathers, sequins, and ruffles. Above: A striking Balenciaga gown from 1951; and Welsh singer Shirley Bassey in a dazzling sequin gown with fur trim, 1956.



Above: Zendaya pays tribute to iconic 1950s singer Joyce Bryant in a majestic Louis Vuitton gown at the 2025 Golden Globe Awards. Right: At the same event, Selena Gomez stuns in a powder-blue satin Prada dress featuring a Bardot neckline and straight skirt — a nod to the timeless elegance of former First Lady Jacqueline Kennedy. Left: *The Teen-Age Fashion Model Barbie* doll wears *Enchanted Evening*, another memorable 1960 ensemble.





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