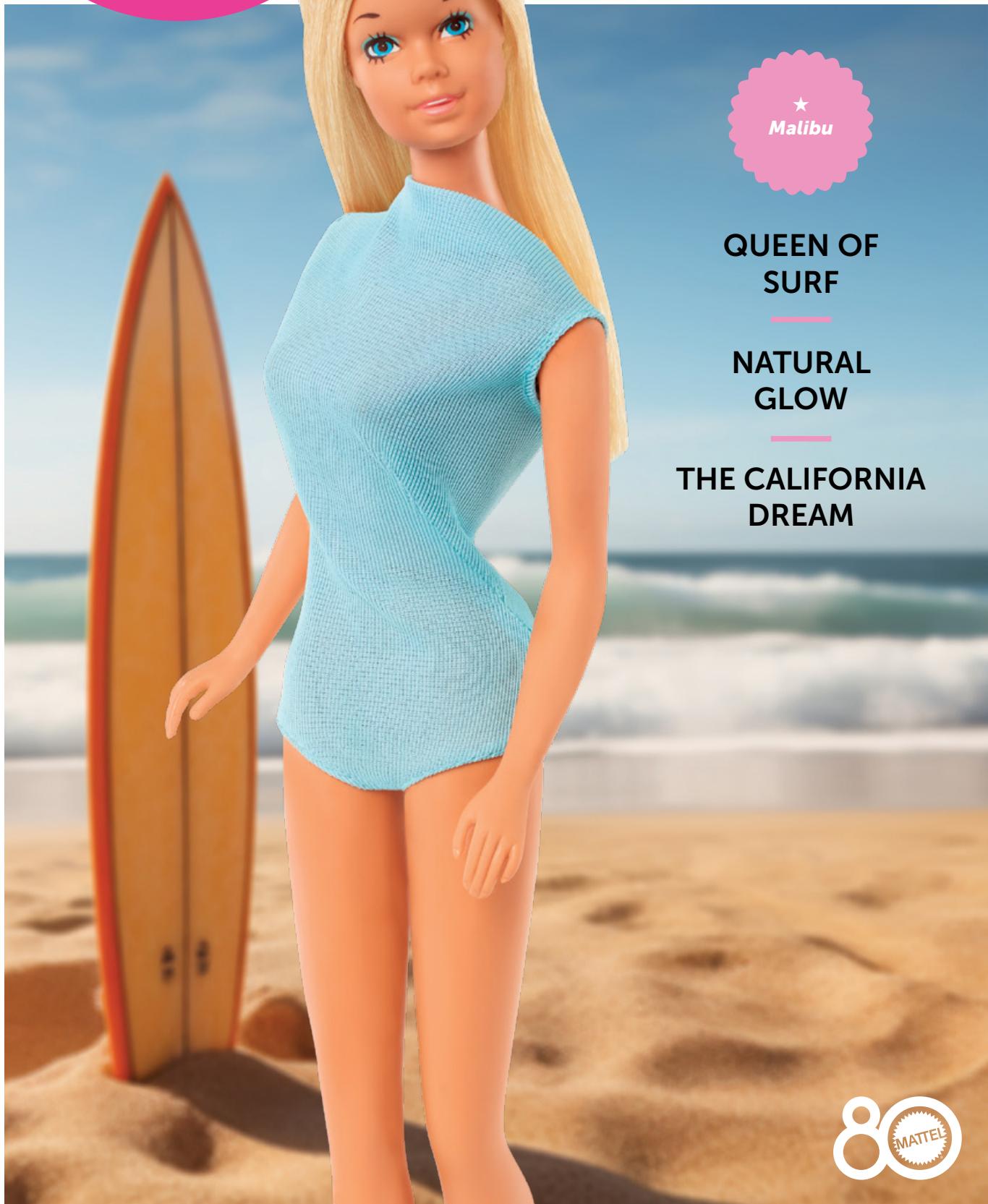


Barbie™ POWER & STYLE



★
Malibu

QUEEN OF
SURF

NATURAL
GLOW

THE CALIFORNIA
DREAM

▲ COLLECTOR'S EDITION

80
MATTEL



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Denim went from miners' workwear to a symbol of gender equality in the 1970s, becoming a wardrobe essential for women around the world.

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BARBIE BIO.



MALIBU BARBIE

• 1971 •

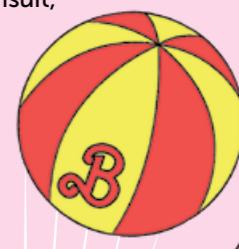
★ FULL NAME: *Malibu Barbie*.

★ THE INSPIRATION: The relaxed lifestyle and attitude of California beaches.

★ HER STYLE: Modern, beachy, and natura.

★ CLOTHING DESIGN: Created by Marlene Little, a designer at Mattel.

★ DEBUT: In 1971, wearing an aquamarine swimsuit, pastel pink sunglasses, and a yellow towel.



STORY OF AN ICON

QUEEN of Surf

WITH A GOLDEN GLOW, SUN-KISSED HAIR, AND A RELAXED YET CONFIDENT ATTITUDE, THE *MALIBU BARBIE* DOLL BURST ONTO THE SCENE, REFLECTING THE LIFESTYLE OF CALIFORNIA'S BEACHES



The iconic beaches and surf culture of the U.S. West Coast were the inspiration behind *The Sun Set* doll line.

In 1973, *Malibu Christie* launched as Barbie's best friend, wearing a red swimsuit, white towel, and pink sunglasses.

The *Malibu Barbie* doll marked a turning point, transforming the Barbie doll line from a static fashion figure into a dynamic doll reflective of her time. Her ability to capture the spirit of the 1970s and inspire young women with a more confident and authentic image has made her one of the most iconic dolls in Barbie history.

While earlier Barbie dolls from the 1960s were elegant and glamorous, their sideways glances and closed lips made them seem distant and unattainable. Everything changed with the arrival of *Malibu Barbie*, with her forward-facing gaze and bright smile evoking a new and approachable attitude. Her look reflected the shifting attitudes of the 1970s, a time when women were beginning to claim more space in society and challenge traditional ideals of femininity.



The *Malibu Barbie* doll embodied the spirit of 1970s California Dreamin', associated with freedom, sunshine, and new possibilities.



The overwhelming success of the iconic doll, along with *Ken*, *Christie*, and *Skipper*, led Mattel to create the first Barbie series or themed collection, called *The Sun Set*, which ran from 1971 to 1984. Featuring different dolls, accessories, and activities, the line established the beach as an iconic setting for Barbie, and Mattel continues to release beach-themed dolls to this day. □

The immediate popularity of the *Malibu Barbie* doll line led Mattel to expand the collection, introducing Barbie's best friends like *Malibu Christie* and *Malibu P.J.*



A Look Back at....



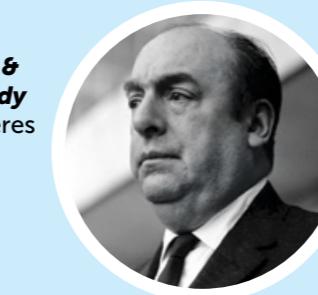
John Lennon releases his hit single *Imagine*



Mexican-American singer **Selena** is born in Lake Jackson, Texas



The Sonny & Cher Comedy Hour premieres on CBS



The Nobel Prize in Literature is awarded to **Pablo Neruda**



Actress **Glenda Jackson** wins the Academy Award for Best Actress for the film *Women in Love*



The Malibu Universe
Shortly after the debut of the *Malibu Barbie* doll, Mattel launched a wide range of products so girls could recreate the California coastal lifestyle. Left: *Skipper*, *Barbie*, *Ken*, and *Francie* from *The Sun Set* series. Below: The 1973 *Barbie Beach Bus*.



FASHION BREAKDOWN Malibu Barbie | 1971

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Barbie



Golden Hair

Her long, straight, platinum hair embodies the quintessential California girl. The look evokes the iconic character Marcia Brady, played by actress Maureen McCormick, in the popular 1969 series *The Brady Bunch*.



@sereinne_

Fashion expert and designer



MALIBU

Cali Girl

Her tanned skin was the first to reflect this tone, evoking the popularity of the beaches along the U.S. West Coast, frequently featured and popularized by Hollywood stars.



Aquamarine Vibe

The doll wears a more modern swimsuit than the strapless one worn by the 1959 *Teen-Age Barbie* doll. Instead, it features a high neckline, in line with the mod style of the 1960s. The new silhouette moves away from emphasizing curves, opting for more playful cuts, with a subtle micro-short shape and darted bust.

Groovy Style

The standout accessory of the look is a pair of round, translucent sunglasses in a pale pink hue. Their material, geometric shape, and color make them a psychedelic and funky icon of the 1970s.



Natural Glow

Her nude-toned lips frame a bright, friendly smile. Her eyes, enhanced with light blue eyeshadow and mascara, become the focal point of her powerful, confident gaze. This doll became so popular that in 2021 cosmetics brand ColourPop released an eyeshadow palette inspired by her California look.



Steinem was one of the most visible figures of the second wave of feminism in the 1970s. Seen here at home in 1977.

INSPIRING WOMEN

Gloria Steinem

JOURNALIST + ACTIVIST



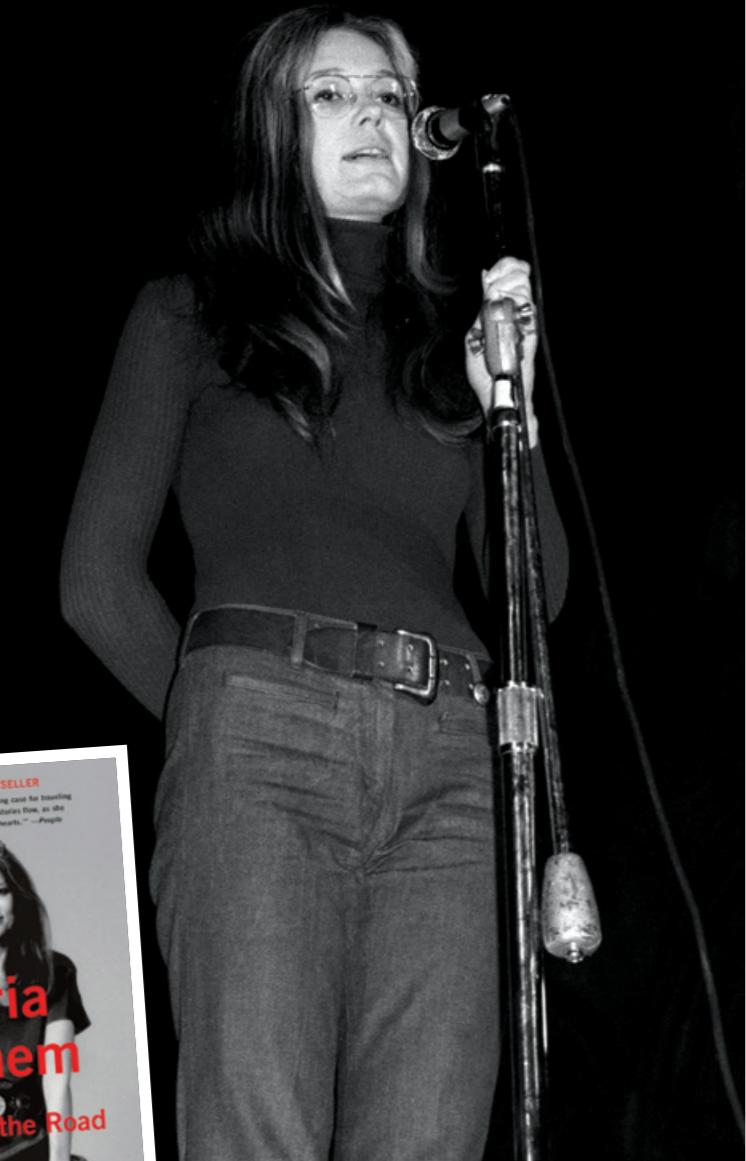
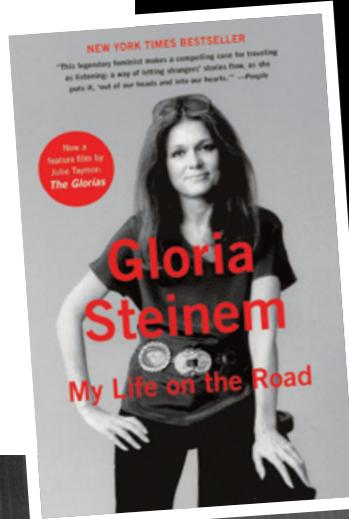
Feminist icon, acclaimed journalist and writer Gloria Steinem is recognized as one of the most prominent leaders of the women's rights movement from the late 1960s through the early 21st century. Today, her influence remains deep and relevant, having transformed feminism into a global movement that continues to fight for equality.

Steinem's childhood was anything but conventional. Her parents lived in a trailer, from which her father ran an antiques business. Her mother suffered from a mental illness that shaped Steinem's sensitivity to injustice and inequality. After graduating from Smith College in Massachusetts in 1956 and spending a few years in India, she settled in New York and began working as a journalist, contributing to outlets such as Esquire and *The New York Times Magazine*.

In 1969, she gained national attention with her article "After Black Power, Women's Liberation", which



Writer Maya Angelou and the renowned journalist, marching in 1983 to commemorate the 20th anniversary of the 1963 March on Washington for Civil Rights.



Left: Steinem at a benefit for the People's Coalition for Peace and Justice at the Cathedral of St. John the Divine in New York, and her book *My Life on the Road*, published in 2015. Below: the cover of *Ms.* magazine, founded by the journalist in 1972.



positioned her as a leader of emerging feminism. A year later, she campaigned for the Equal Rights Amendment, testifying in its favor before the Senate Judiciary Committee. In 1972, she co-founded *Ms.* Magazine, the first widely distributed feminist publication to address topics such as gender equality, reproductive rights, and domestic violence.

Throughout her career as an activist, Steinem played a key role in founding women's organizations such as the National Women's Political Caucus in 1971, dedicated to increasing women's participation in politics, and the Women's Action Alliance, also founded that same year, which promotes community-based feminist initiatives. In 2005, she founded the Women's Media Center, which aims to amplify the representation of women in the media. For over six decades, the acclaimed journalist championed causes such as the legalization of abortion, equal pay, the abolition of the death penalty, and the fight against child abuse, among others.

Steinem's ability to challenge norms, inspire generations, and advocate for equality has left an indelible mark on history. Her fight not only redefined the role of women in society but also helped build a more inclusive and just world. □



The renowned activist in Washington, D.C., alongside other prominent speakers at the launch of the National Women's Political Caucus in 1971.



In 2013, Steinem was awarded the Presidential Medal of Freedom, presented by President Barack Obama in Washington, D.C.

A feminist is anyone who recognizes the equality and full humanity of women and men.”

Gloria Steinem

TREND TALK

The DENIM Revolution.



Innovative designs, like the one worn by this model during the Nobody Denim show at the Melbourne Fashion Festival in Australia in 2023, have dominated the runways in recent years. Top left: A look from Balmain's Fall-Winter 2022 show at Paris Fashion Week. Left: The factory where Levi Strauss jeans were produced in 1882, and the logo of the iconic 501 jeans.



Denim emerged as a statement of personal freedom in the 1970s, as seen on this model wearing a full jean ensemble during the presentation of the Miss Levi's Spring collection in London, in 1971.



Celebrities have also embraced the comfort and charm of jeans over the years. Above: Janet Jackson in 2002 wearing a low-rise, wide-leg design, while Julia Roberts opts for a relaxed, straight-leg fit in 1990.

freedom, creative self-expression, and a rejection of traditional gender roles.

In the 1970s, denim became a symbol of women's liberation, reflecting women's growing desire to defy imposed norms and reclaim greater freedom in every area of life. What began in the late 19th century as workwear evolved into an emblem of equality and empowerment, accompanying an entire generation in their fight for rights. Today, jeans continue to represent versatility and authenticity, adapting easily to both casual styles and more sophisticated looks, reaffirming their place as a universal icon.

The first jeans were created by German-born Levi Strauss during the California Gold Rush of the 1850s. He designed them as durable work pants for miners, using denim and copper rivets to reinforce the pockets. By the 1950s, jeans were adopted by rebellious teens and, thanks to Hollywood stars like James Dean and Marlon Brando, they became a symbol of youthful defiance. By the late '60s, flared jeans came to represent

In the 1980s, designer jeans by Calvin Klein and Gloria Vanderbilt set new trends. Stonewash, acid wash, and ripped styles dominated fashion, while the 1990s saw the rise of relaxed-fit silhouettes. In the early 2000s, low-rise jeans took center stage, followed by skinny fits and, more recently, cropped, culotte, and comfort-cut styles.

Beyond their versatility and style, one of today's most important denim trends is the growing preference for brands that produce locally and sustainably. As a result, jeans remain not only an essential wardrobe staple but are now evolving toward a more conscious and responsible future.★

Denim has been a recurring element in Barbie's wardrobe, as seen in the *Nichelle Generation Girl Barbie* doll from 1998 and the limited-edition *Calvin Klein Jeans Barbie* doll from 1996.



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