

Barbie™

POWER & STYLE

★
Live Action

THE GROOVIEST
DOLL

TO THE BEAT
OF THE '70S

BOHEMIAN AND
CONSCIOUS
FASHION

80
MATTEL



Contents

4

Story of an Icon

Discover the *Live Action Barbie* doll, inspired by the fashion, music, and attitude of the 1970s.

8

Fashion Breakdown

Fashion expert and designer @sereinne_ analyzes the Barbie doll's bohemian look.

10

Inspiring Women

The multifaceted Cher, who rose to fame in the mid-1960s, has left an indelible mark on music, fashion, and pop culture, constantly reinventing herself without limits.

14

Fashion with Purpose

Sustainable fashion revisits the creative ideals of '70s style.

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BARBIE BIO



LIVE ACTION BARBIE

• 1971 •

★ **FULL NAME:** *Live Action Barbie*.

★ **THE INSPIRATION:** The youth culture of the 1970s.

★ **HER STYLE:** Bohemian and relaxed.

★ **CLOTHING DESIGN:** Created by Judith Brewer Curtis.

★ **DEBUT:** In 1971, wearing a top and pants set, belt, headband, fringed bracelets, ballet flats, and an interactive base.





The *Live Action Barbie* doll captured the dynamic energy of the 1970s with greater mobility and rooted eyelashes, one of Mattel's key innovations of the era.



STORY OF AN ICON

BOHEMIAN Soul

INSPIRED BY THE BOLD SPIRIT OF THE SEVENTIES, THE *LIVE ACTION BARBIE DOLL* DEBUTED IN 1971, READY TO DANCE TO THE BEAT OF EXPERIMENTAL ROCK



Left: Young people in trendy outfits at the 1972 Bardney Pop Festival in England. Below: The *Live Action Christie* doll wears a printed outfit with extra-long sleeves, designed by Mattel's Carol Spencer.

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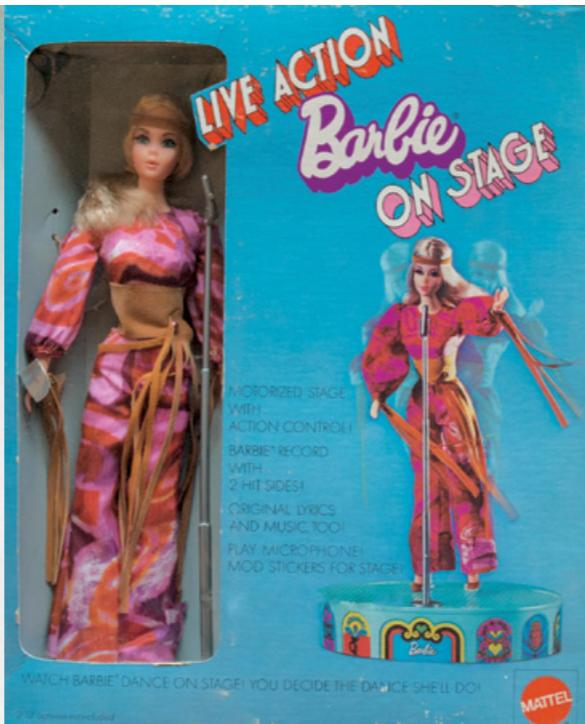
In the early 1970s, Barbie dolls began to move in a more lifelike way, and the *Live Action Barbie* doll was one of the pioneers of this evolution. Thanks to technological advancements, a Barbie doll could swing her arms and bend at the elbows, knees, and ankles for the first time. This allowed her to assume more natural poses, sit with ease, and even mimic dance movements.

Dressed in a cheerful tie-dye outfit, a popular trend of the era, and suede accessories with fringe, the *Live Action Barbie* doll captured the spirit of youth culture at the time. The hippie and bohemian movements, which had emerged in the '60s, continued to influence fashion, music, and lifestyle. Young people around the world embraced values like peace, free love, and a





Below: Live Action Christie, Barbie, and Ken on the motorized stage included with the Live Action Barbie On Stage version (right). It also came with a microphone, remote control, and record. The series also featured Live Action Ken On Stage and Live Action PJ On Stage.



connection to nature, reflected in vibrant garments, kaleidoscopic prints, and relaxed silhouettes that allowed for freedom of movement, perfectly in tune with the aesthetic of *Live Action Barbie*.

The doll even came with an interactive base that allowed her to move at the touch of a finger, adding a playful and innovative experience. The collection also featured *Live Action Ken*, *Christie*, and *PJ*, who completed the group with styles inspired by the hippie-chic trends of the West Coast. Just two years after the iconic Woodstock festival, the *Live Action Barbie* doll arrived on the market to celebrate the carefree energy of a generation eager to express itself without limits.★

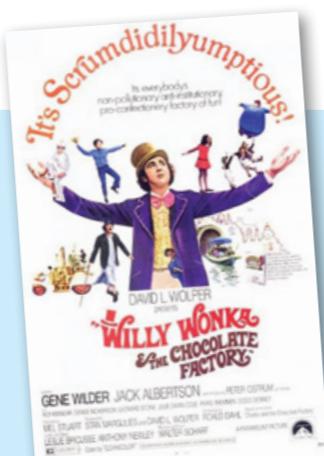


Fringes and suede accessories were hugely popular in the 1970s, reflected in the outfits of the *Live Action Ken* doll, created by Mattel designer Marlene Little, and the *Live Action Barbie* doll. Top right: the record included with *Live Action Barbie On Stage*.

A Look Back at...



Gail Fisher wins the Golden Globe for Best Supporting Actress in a Television Series for *Mannix*



The film *Willy Wonka & The Chocolate Factory* premieres



Carole King releases her album *Tapestry*, selling over 30 million copies



Tennis player Billie Jean King becomes the first athlete to earn \$100,000 in prize money in a single year



The National Women's Political Caucus is founded by figures such as Gloria Steinem

FASHION BREAKDOWN

Live Action Barbie | 1971

POWER & STYLE

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Barbie



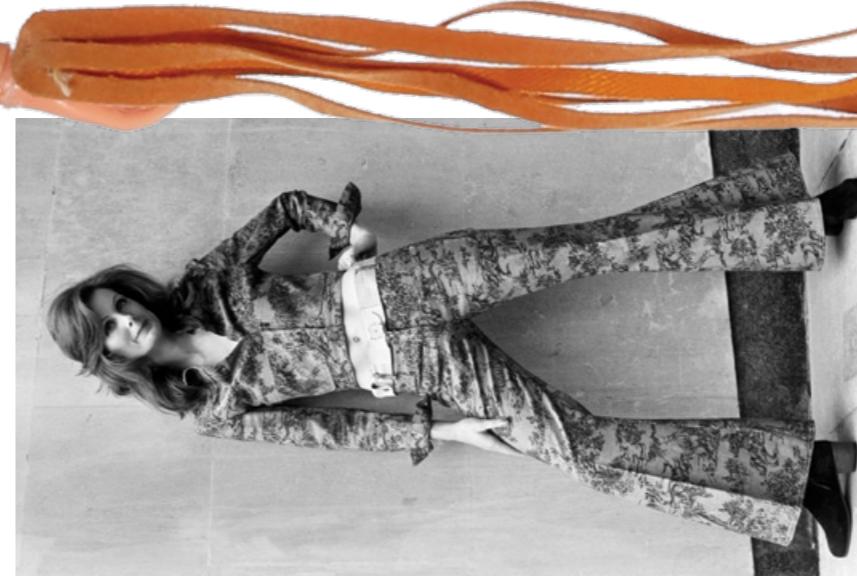
Seventies Style

A center part with curled-under ends was a classic look of the era, and the suede headband across the forehead was the ultimate hippie accessory. Her natural-toned makeup is paired with rooted, three-dimensional lashes.



Dancing Queen

The Barbie doll exudes effortless groove with this outfit. Her blouse, with a high neckline and three-quarter balloon sleeves, is paired with high-waisted palazzo pants, a popular style in the 70s. For the youth of the time, the wide-leg cut symbolized comfort and a rejection of the more structured beauty standards of the 60s. In the disco scene, a more relaxed fit was considered ideal for dancing.



Flower Power

Although tie-dye has roots in Japanese *shibori*, it was in the '60s that the style resurfaced in the West, aligned with the hippie movement that championed self-expression and a "do-it-yourself" approach. The *Live Action* Barbie doll wears the iconic print in shades of fuchsia, orange, and violet.



Iconic Texture

Another nod to the hippie movement comes through the suede fringes, long associated with comfort and earthy tones. Both suede and fringe were key elements at iconic festivals like Woodstock. The *Live Action* Barbie doll wears a wide suede belt that runs from just below the bust to the waist, finished with a side fringe strip fastened by a fuchsia bead. The look is completed with two plastic bracelets adorned with fringe.

Pure Comfort

The flats, echoing the suede accessories, give the *Live Action* Barbie doll a sense of ease, freedom, and connection to the earth.



Known for her bold leather, feathered, and sequined looks, Cher became a fashion icon of the era. Her extravagant style inspired generations of designers and artists, proving that fashion can be a powerful form of expression and empowerment. Here, in 1978, the artist wears a creation by designer Bob Mackie.

INSPIRING WOMEN

Cher

SINGER + ACTRESS

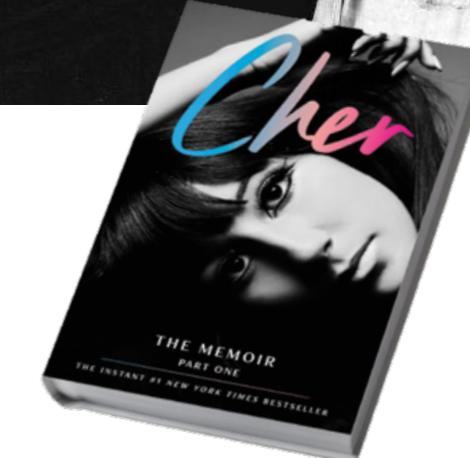
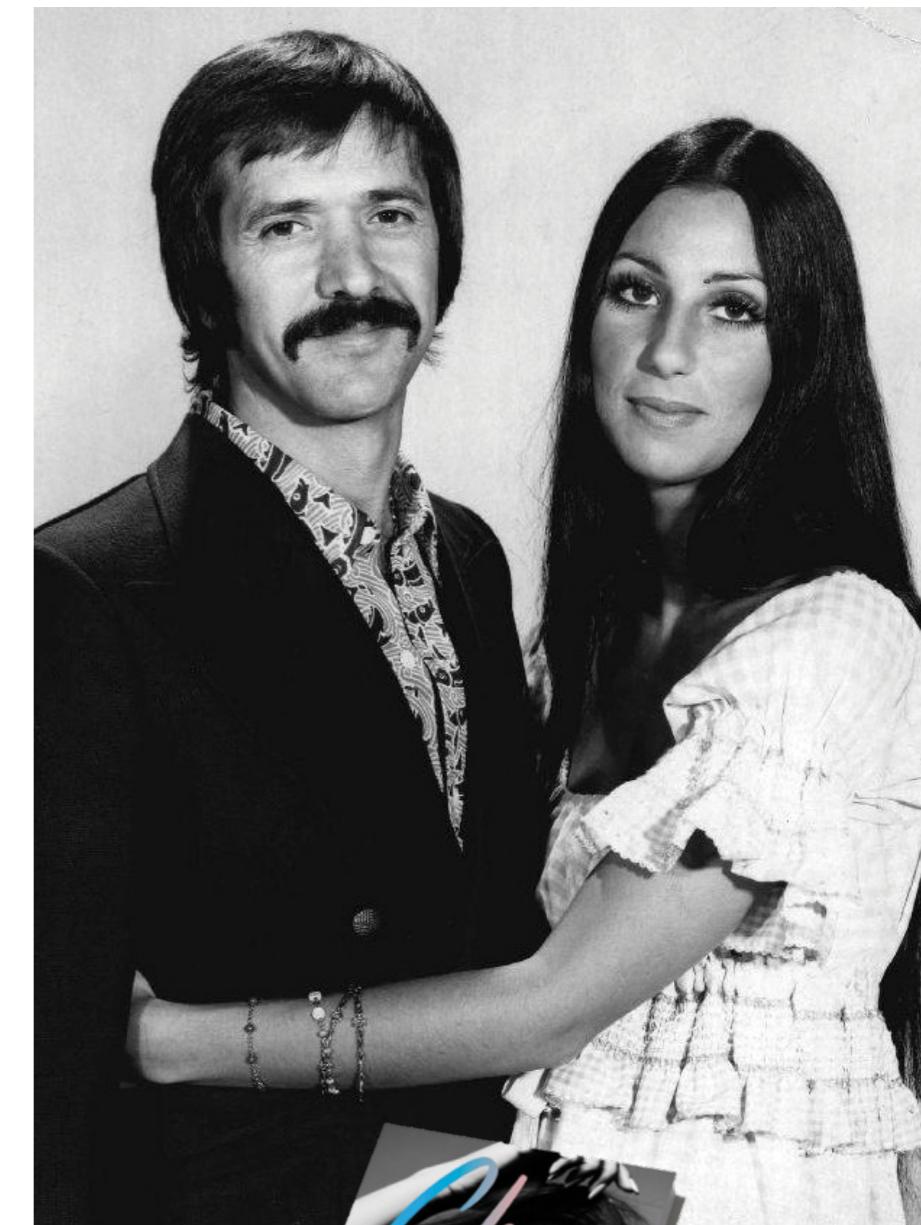
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A pioneer in entertainment, fashion, and pop culture, Cher has influenced generations. Her ability to reinvent herself for over more than six decades has made her an undisputed icon, recognized as one of the most versatile and influential artists of all time.

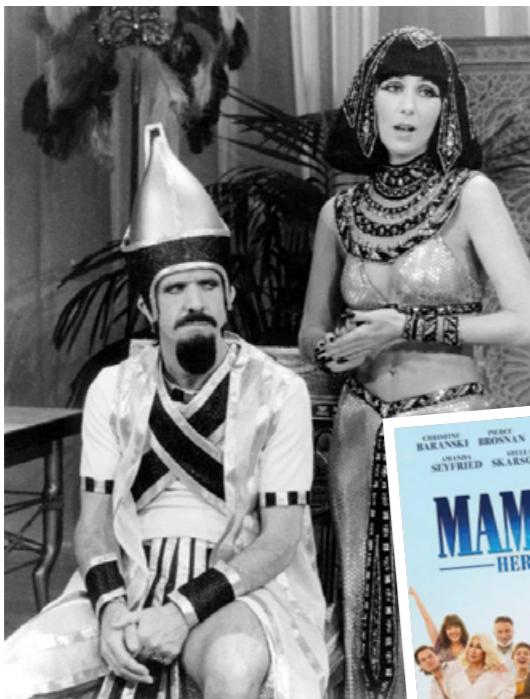
Born in El Centro, California, Cherilyn Sarkisian left school at 16 and moved to Los Angeles to pursue her dream of making it in show business. There, she met Sonny Bono, with whom she not only formed the duo Sonny & Cher but also married in 1964. A year later, their song *I Got You Babe* became a global hit, cementing them as one of the most popular musical couples of the era.

In 1971, the pair brought their charisma to television with *The Sonny & Cher Comedy Hour*, a variety show blending music and comedy that became a cultural phenomenon. After divorcing Bono in 1975, Cher reinvented her image and reasserted her solo career with hits like *Gypsys, Tramps & Thieves*, *Half-Breed*, and *Dark Lady*. That same year, she returned to television with her own show, *Cher*.

Always ambitious, the “Goddess of Pop” ventured into scripted acting in the 1980s and impressed audiences with her talent for film. She received critical acclaim for her performances in *Silkwood* (1983) and *The Witches of Eastwick* (1987), and won the Academy Award for Best Actress for *Moonstruck* (1987). At the same time, she revived her music career with albums like *Cher* (1987) and *Heart of Stone* (1989),



Above: Cher and Sonny Bono in 1971. Left: *Cher: The Memoir, Part One*, the first installment of her highly anticipated memoir, published in 2025, in which she shares her extraordinary journey.



Above: The duo in *The Sonny and Cher Comedy Hour*. Top right: Cher, dressed by Bob Mackie, receives the 1988 Oscar for Best Actress for *Moonstruck*. Right: The poster for the 2018 film *Mamma Mia! Here We Go Again*.



Cher dazzles in an elaborate outfit during a performance from her *Here We Go Again* tour in 2019.

featuring hits such as *If I Could Turn Back Time*.

Far from being confined to one style, musical or otherwise, Cher continued to evolve and captivated the world with yet another milestone in her career: in 1998, at age 52, she revolutionized pop music with *Believe*, a song that popularized the use of Auto-Tune and brought her back to the top of the charts. The track became a global hit, won a Grammy, and went quadruple platinum.

During the 2000s, Cher performed on worldwide tours and continued to cement herself as a key figure in dance and pop music. In 2010, she starred in the musical film *Burlesque* alongside Christina Aguilera, and in 2018 she appeared in *Mamma Mia! Here We Go Again*. That same year, *The Cher Show*, a Broadway musical based on her life and music, debuted. Finally, in 2024, Cher was inducted into the Rock and Roll Hall of Fame.

Beyond the stage, Cher has been a dedicated activist, advocating for LGBTQ+ rights, the liberation of animals in captivity through her organization Free the Wild, and the recovery of communities affected by the COVID-19 pandemic with her CherCares Pandemic Resource and Response Initiative, launched with Dr. Irwin Redlener of Columbia University and the Children's Fund, among others. Her impact on pop culture, along with her social and humanitarian work, has solidified her status as a living legend and an inspiration to millions around the world. ★



The pop legend, known for her distinctive contralto voice, is the only artist to have achieved a number-one single on a *Billboard* chart in every decade from the 1960s to the 2010s. Pictured at the Victoria's Secret Fashion Show held in Brooklyn, New York, in 2024.

All of us invent ourselves. Some of us just have more imagination than others."

Cher



FASHION WITH PURPOSE

ETHICAL by Design

HOW SUSTAINABLE FASHION REVIVES THE ARTISANAL SPIRIT OF 1970S BOHEMIAN STYLE



The tie-dye, a symbol of bohemian fashion, takes center stage in the modern jumpsuit worn by Kaia Gerber on Stella McCartney's Spring/Summer 2019 runway. Left: The 2016 *Music Festival Barbie* doll, inspired by the eclectic fashion of the 1970s.



Above: A model in a delicate crochet top at Isabel Marant's Spring/Summer 2020 runway show. Right: An original macramé dress at Chloé's Spring/Summer 2022 show. Top right: A black bag crafted in the same technique, featured in Miu Miu's Spring/Summer 2020 show. Below: The art of macramé.



The hippie movement that emerged in the late 1960s promoted anti-consumerism and a deep connection with nature. That vision is reflected today in sustainable fashion, which has arisen in response to fast fashion and the environmental crisis. Both brands and consumers are now seeking more responsible options: transparency in the supply chain, fair working conditions, and the use of environmentally respectful materials. In line with this philosophy, sustainable practices have become increasingly relevant in today's fashion, allowing wearers to dress in a way that is authentic, conscious, and in harmony with the planet.



ORGANIC FABRICS AND ARTISANAL TECHNIQUES

In the '70s, natural fibers such as cotton, linen, and wool were commonly used, along with techniques like macramé, crochet, tie-dye, and patchwork. Today, sustainable fashion brings back these eco-friendly materials, focusing on traceability and environmental impact. Fibers such as organic cotton, hemp, and Tencel are popular among sustainable brands. Techniques like indigo dyeing, botanical printing, and tie-dye, all of which avoid the use of synthetic dyes, are being revived. In addition, artisanal craftsmanship is once again valued in fashion, supporting Indigenous and local communities.

MADE TO LAST

Hippies promoted the use and reuse of secondhand or vintage clothing. Today's sustainable fashion follows the same approach, favoring timeless, high-quality designs crafted for longevity. The idea is to move away from fast fashion's "wear and throw away" culture and embrace enduring style.

FASHION WITH IDENTITY

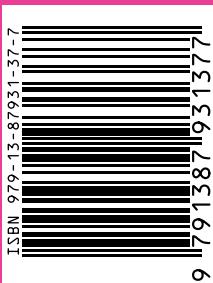
Young people in the counterculture challenged mainstream fashion with unique garments. Today, slow fashion values exclusivity and thoughtful design over fleeting trends. Many sustainable brands produce in small batches or offer personalized options.

THE DIY MOVEMENT

In the '70s, repairing clothes by hand—whether by embroidering jeans or mending worn pieces—was a common practice. Today, that mindset is making a comeback through upcycling, which transforms old garments into new creations. Interest in sewing and repair is also on the rise, fueled in part by platforms like Instagram and TikTok.★

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Barbie™



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