

Barbie™

POWER & STYLE

Día de
Muertos

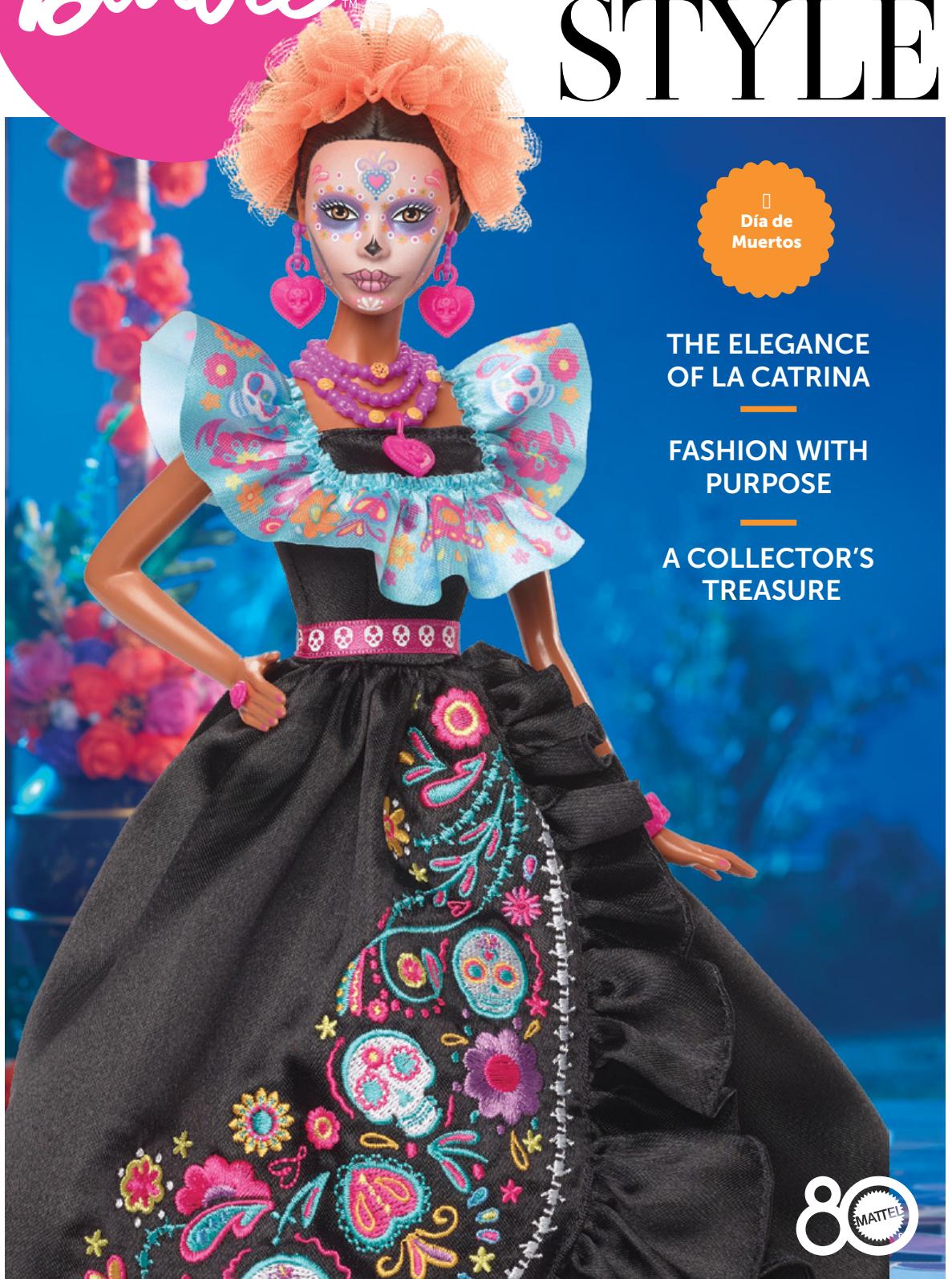
THE ELEGANCE
OF LA CATRINA

FASHION WITH
PURPOSE

A COLLECTOR'S
TREASURE

COLLECTOR'S EDITION

80
MATTEL





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BARBIE BIO



DÍA DE MUERTOS

• 2024 •

★ **FULL NAME:** 2024 *Día de Muertos* Barbie doll

★ **CATEGORY:** Barbie® Signature, Mattel's exclusive line for collectors, known for creating limited editions of high-quality dolls featuring intricate designs and special themes.

★ **THE INSPIRATION:** La Catrina, an iconic figure in Mexican culture, especially popular during *Día de Muertos* celebrations.

★ **HER STYLE:** A fusion of folkloric and *Día de Muertos* aesthetics, combining elements of traditional Mexican fashion with festive, modern touches.

★ **CLOTHING DESIGN:** Created by Mexican-American designer Javier Meabe, who has designed six of the nine *Signature Barbie* dolls in the *Día de Muertos* line to date.

★ **DEBUT:**
In 2024, featuring a dress, floral headpiece, necklace, earrings, ring, bracelet, heels, and a certificate of authenticity.





On Día de Muertos, families and friends gather to remember loved ones who have passed. In this image, the 2024 *Día de Muertos* Barbie doll is surrounded by colorful decorations. Right: The illustration of La Calavera Catrina, whose original name was *Calavera Garbancera*, created by Mexican illustrator José Guadalupe Posada in 1873 and published in 1912.

STORY OF AN ICON

KEEPER of TRADITIONS

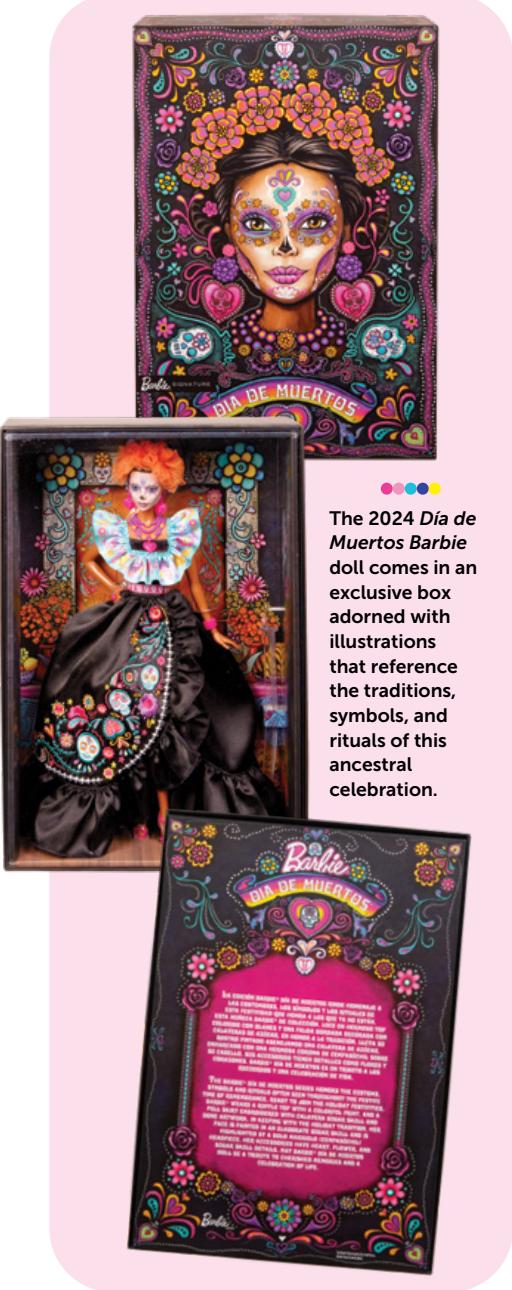
INSPIRED BY THE ICONIC CALAVERA CATRINA, A BELOVED SYMBOL OF DÍA DE MUERTOS IN MEXICO, THE DAZZLING 2024 DÍA DE MUERTOS BARBIE DOLL ARRIVES TO HONOR THIS CELEBRATED TRADITION AND EMBRACE CULTURAL DIVERSITY



CALAVERA CATRINA

La Catrina, created by Mexican illustrator
José Guadalupe Posada in 1873 and later popularized by muralist Diego Rivera, evolved from a satirical figure into a universal symbol of Mexican culture. In Mexico, Día de Muertos, celebrated on November 1st and 2nd, has deep pre-Hispanic roots and endures as an ancestral tradition that honors and celebrates the deceased's connection with the living. In recent decades, the global fascination with this holiday, and with La Catrina herself, has grown significantly, thanks in part to the celebration's vibrant visuals and symbolism, as well as its increasing presence in entertainment, fashion, and design.

In 2019, Mattel introduced the first *Día de Muertos* Barbie doll as a tribute to this cultural celebration. The doll quickly captivated collectors worldwide and became a resounding success. The positive response



The 2024 *Día de Muertos* Barbie doll comes in an exclusive box adorned with illustrations that reference the traditions, symbols, and rituals of this ancestral celebration.

As a Mexican American, it was important for me to use my creative voice to design a doll that celebrates the vibrant colors and rich textures of my culture.”

Javier Meabe, Mattel designer

from the public prompted an exclusive line dedicated to this meaningful tradition.

Since the line's 2019 launch, the collection has grown to include eight editions, three of which were collaborations with acclaimed Mexican fashion designers: Benito Santos (2022), Pink Magnolia (2023), and Kris Goyri (2024). The remaining dolls were designed under the creative direction of talented Mattel designer Javier Meabe. “As a Mexican American, it was important for me to use my creative voice to design a doll that celebrates the vibrant colors and rich textures of my culture, and to represent and honor the traditions I grew up with,” said Meabe during the doll line’s first launch. “I know how important representation is in our community, and I wanted girls to see themselves reflected in this doll. Barbie has always been a figure that celebrates women, dreams, and inspires girls.”

Each year, Meabe’s goal is to refresh the doll’s design by introducing new textures, fabrics, flowers, and silhouettes—while preserving the traditional elements of the celebration. The 2024 *Día de Muertos* Barbie doll achieves that balance with the orange headpiece, inspired by marigold flowers, and brightly accented makeup that preserves the essence of the holiday. At the same time, the doll’s sleek silhouette and details in modern colors give the look a renewed aesthetic.

This collection not only honors a deep-rooted tradition but also symbolizes how Mexican art and culture continue to inspire the world.

★



Above: A *Día de Muertos* altar or *ofrenda*, typically adorned with food, candles, flowers, and everyday items that once belonged to the departed. Left: The traditional Catrina makeup, a look that fills the streets and even social media during the celebration.

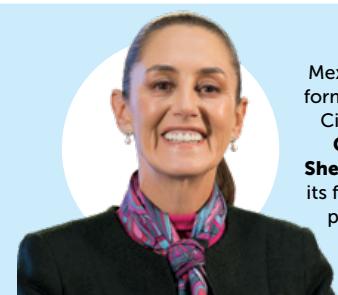
A look back at...



Actress **Emma Stone** wins the Academy Award for Best Actress for *Poor Things*



Billie Eilish's *What Was I Made For*, from the *Barbie* movie soundtrack, wins the Grammy for Song of the Year



Mexico elects former Mexico City mayor **Claudia Sheinbaum** as its first female president



The Olympic Games take place in Paris



The English marathon runner **Russ Cook** becomes the first athlete to run across Africa from end to end

FASHION BREAKDOWN | Día de Muertos Barbie | 2024



Fashion Expert
& Designer
@ sereinne_

Festive Accents

While all accessories are in fuchsia tones, the spotlight goes to a lavish triple-strand purple banded necklace, adorned with orange flowers and a heart pendant featuring a carved sugar skull, echoed in the matching earrings. The set also includes a wide bracelet and a ring.



Catrina Look

In honor of tradition, her face is painted to resemble the iconic skeleton from Mexican culture, with colorful details and touches of glitter. Her eyes are ringed with orange flowers and white circles, while a heart crowns her forehead.



Crown of Blooms

The doll's face is framed by a sheer tulle crown atop her brown hair. The petals are inspired by those of the marigold, the orange flower iconic to the holiday, rooted in a pre-Columbian legend of eternal love.



Stylish Skulls

A fuchsia satin ribbon belt printed with white skulls defines her silhouette.



Joyful Embroidery

The skirt stands out with rich embroidery in bright hues (sky blue, fuchsia, orange, and lavender), depicting sugar skulls, marigold flowers, hearts, branches, and decorative flourishes. These vibrant details, clustered around the ruffles of the skirt, complement the outfit's diagonal cut.



Artisanal Couture

The doll wears a black dress inspired by the traditional garments worn in Jalisco folk dances, similar to the one shown in the photo above. The bodice features ruffled layers printed with colorful sugar skulls and marigold motifs, while the asymmetrical skirt flows elegantly from the left waist to the lower right hem.



To the Ankles

The fuchsia high-heeled sandals are a classic Barbie doll style, updated with ankle straps and buckles for a modern twist.



Frida Kahlo's work has achieved iconic status, inspiring those who use art to express their struggles and identity.

INSPIRING WOMEN

Frida Kahlo

PAINTER

C

Considered one of the most renowned Mexican painters in the world, Frida Kahlo left a lasting mark on the art and culture of her country. Through her vivid self-portraits and exploration of themes like physical pain, identity, and femininity, Kahlo opened new paths for expressing female experiences and human suffering. Today, she stands as an icon of Mexican popular culture.

Born in Coyoacán, her life was shaped by illness and accidents — including polio as a child and a bus accident at age 18 that nearly took her life. During her long and painful recovery, she developed her unique artistic style, blending elements of Mexican folklore, surrealism, and symbolism.

In addition to expressing the pain she endured, Kahlo's portraits also reflect her deep connection to Mexico's Indigenous roots, evident in the traditional clothing and cultural symbols woven throughout her work.



In 1939, Kahlo became the first Mexican artist to have a work displayed at the Louvre. Pictured here in 1952 while painting a portrait of her father, who was of German descent.

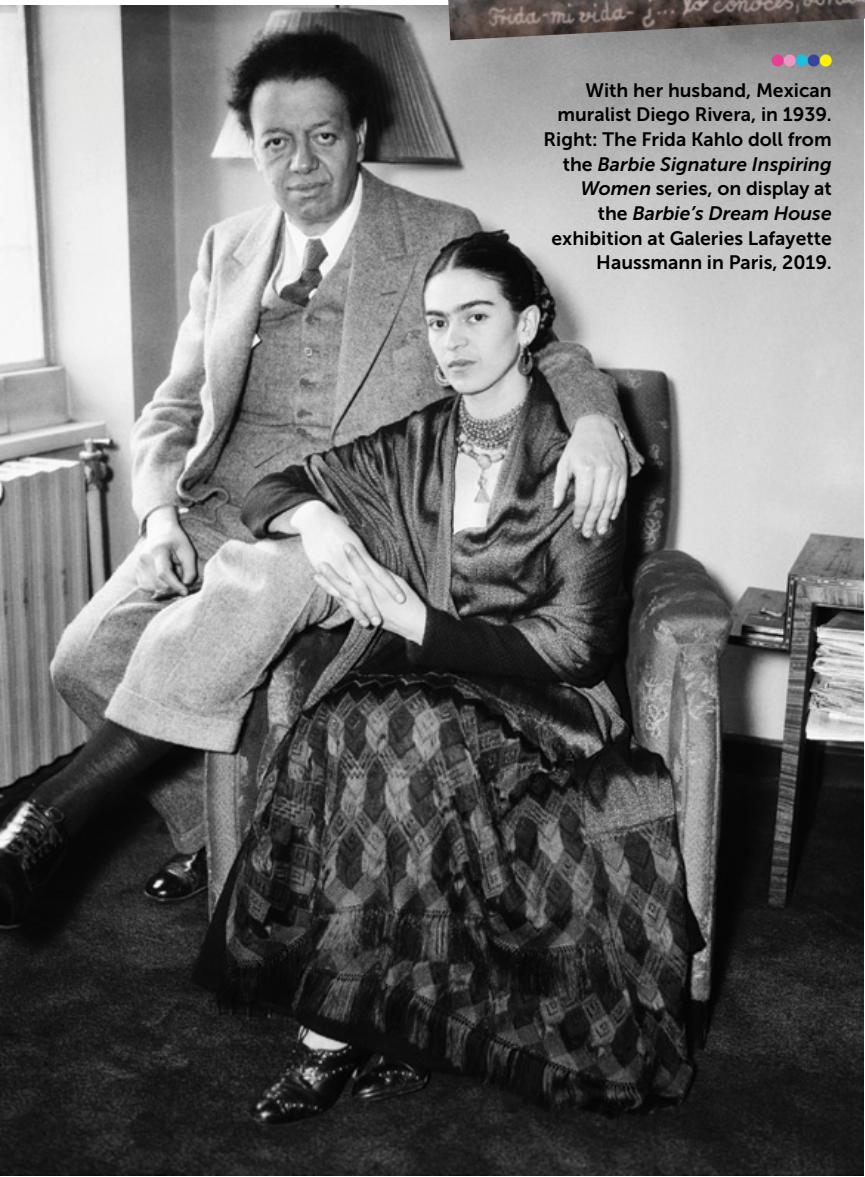
Although Kahlo never considered herself a surrealist, her work is often interpreted that way for its dreamlike symbolism and deep exploration of the self. Right: a book cover from the Struwwelpeter Museum in Frankfurt, Germany.



A key aspect of her life was her relationship with celebrated Mexican muralist Diego Rivera, whom she married in 1929. Their complex and turbulent romance, including a divorce in 1939 and reconciliation in 1940, profoundly impacted her life and art, becoming a central part of her story and mythology.

Though Kahlo found some recognition during her lifetime, she achieved international fame only after her death in 1954. She was later "rediscovered" during the 1970s feminist movement. Since then, major exhibitions of her work have been held at renowned institutions like the Museum of Modern Art in New York, Tate Modern in London, and the Frida Kahlo Museum, also known as the Blue House, in Coyoacán, where she lived and died.

Having painted more than 150 works, Kahlo is now regarded as a defining figure in art and pop culture. Her life, bold style, and unwavering ideals continue to inspire generations. Her legacy is celebrated as a symbol of strength, beauty, and authenticity. *



With her husband, Mexican muralist Diego Rivera, in 1939. Right: The Frida Kahlo doll from the *Barbie Signature Inspiring Women* series, on display at the *Barbie's Dream House* exhibition at Galeries Lafayette Haussmann in Paris, 2019.



The Mexican artist, dressed in traditional attire and adorned with flowers in her hair, is remembered for her striking self-portraits and bold use of color.

The most powerful art in life is to make pain into a healing talisman. A butterfly is reborn, blooming in a celebration of colors.

Frida Kahlo

Artisanal

Accessory

FASHION WITH PURPOSE

A model in a white ensemble and shawl at Carla Fernández's runway show at the Victoria and Albert Museum in London, 2018. Bottom left: A striking red dress from Dior's 2024 Cruise Collection—created in collaboration with artisan communities from Chiapas, Oaxaca, and Puebla—shown during the presentation in Mexico City.



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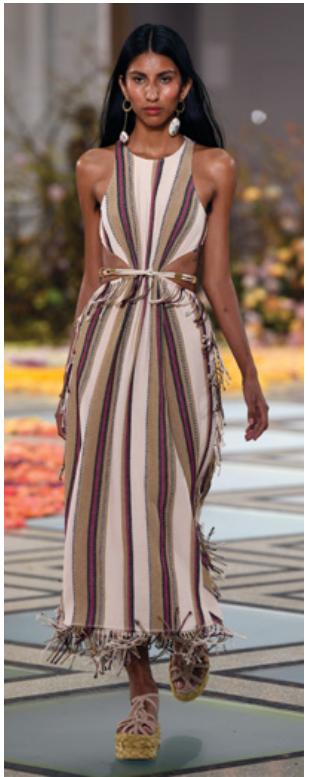
Cultural preservation

through design is an increasingly important trend in the fashion world. Whether through handcrafted textiles, symbolic colors, or reimagined traditional silhouettes, more designers are drawing inspiration from cultural richness around the world. This approach not only celebrates and shares traditions but also contributes to their appreciation and continuing value.

A key part of this trend is collaboration with artisans and local communities. These partnerships spotlight traditional craftsmanship and empower local economies by creating sustainable growth and development opportunities. Many contemporary designers work to build deeper relationships with these communities, ensuring that cultural inspirations result in authentic collaborations, with both recognition and financial benefit for these designs going directly to the artisans.

Mexican designer Carla Fernández, for example, works with Indigenous communities to reinterpret ancient embroidery and pattern-making for contemporary fashion. Gabriela Hearst, originally from Uruguay, partners with artisans to produce luxury pieces made with handmade textiles and natural materials. Since 2015, she has supported *Manos del Uruguay*, a cooperative that empowers women in rural areas. Peruvian designer Chiara Macchiavello, through her brand Escvdo, works with artisans from various regions of Peru, helping them develop and preserve local techniques through micro-enterprises. All three are examples of how sustainability and cultural preservation can be woven into fashion, creating unique pieces that carry forward a powerful cultural legacy.

Reflecting these traditions in fashion collections also promotes inclusion, breaks down stereotypes, and encourages a deeper appreciation for cultural diversity. ★



Incorporating elements from other cultures enriches the industry and helps preserve the cultural heritage of diverse communities. Left: a model in a handwoven manta-style dress from Guatemala at Ulla Johnson's Spring/Summer 2023 show during New York Fashion Week. Right: a model in a multicolored knit dress at Gabriela Hearst's Spring/Summer 2022 show. Below: a model in a jacket from the Ralph Lauren x Naomi Glasses collection — the designer's first *Artist in Residence* collaboration, honoring the legacy of the Navajo people.



COLLECTOR'S EDITION

Barbie™



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CREATING JOY

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