

Barbie™

POWER & STYLE



★
Dancing Doll

YOUTHFUL
AND RADIANT

THE ENDURING
CHARM OF
GINGHAM

'60s FASHION

▲ COLLECTOR'S EDITION

A 2009 reproduction

80
MATTEL



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BARBIE BIO



DANCING DOLL

• 1965 •

★ **OUTFIT NAME:** *Dancing Doll*.

★ **THE INSPIRATION:** The cheerful and youthful spirit of the era, influenced by cultural shifts in music and fashion.

★ **THE STYLE:** The classic elegance of the first half of the 1960s.

★ **CLOTHING DESIGN:** Created by Mattel's design team, with Charlotte Johnson at the helm. In 1963, Carol Spencer, another key figure in the development of Barbie's fashion, joined the team.

★ **DEBUT:** In 1965, in a plaid dress, shiny belt and white, pointy-toed shoes. The original packaging also included a record player, two records and a small book.



STORY OF AN ICON

To the RHYTHM of the BEAT

INSPIRED BY THE DYNAMIC MUSICAL SPIRIT OF THE 1960S, THE DANCING DOLL OUTFIT CAPTURED THE ERA'S YOUTHFUL AND SOPHISTICATED ESSENCE



Participants in the Brigitte Bardot look-alike contest during the premiere of the film *Voulez-Vous Danse Avec Moi* in Amsterdam, 1960.

While the first half of the decade was marked by political turmoil in the United States (due to the Vietnam War and the Civil Rights Movement), a cultural revolution was unfolding. The Beatles phenomenon, ignited by their iconic 1964 hit *I Want to Hold Your Hand*, sparked a transformation that would change music, fashion and society. The *Dancing Doll* outfit embodied this spirit. Dressed in a flirty gingham-print ensemble, white, pointy-toed shoes and a revamped ponytail, Barbie doll retained the elegance of the '50s while embracing

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VINTAGE CHRONICLES

The May/June 1965 issue of *Barbie Magazine* included an ad for Mattel's new *Sew-Free* clothing collection, allowing girls to create their own outfits with ease. The issue also included a fun comic book, adding to the magazine's engaging content.



Adventures of Dancing Doll

During the 1960s, Mattel published several Barbie doll-themed magazines that expanded the brand's universe and deepened its connection with young audiences. These magazines featured a diverse mix of content, including adventure comics, fashion and beauty tips, and stories designed to inspire readers, all imbued with Barbie's signature style. Each edition transported girls into Barbie's world, presenting her not just as a doll but as a role model and style guide.





a more modern aesthetic. Her hairstyle, known as *Swirl Ponytail*, was Mattel's 1964 update to the *Teen-Age Fashion Model Barbie* doll's original ponytail. Created by stylist Jean Ann Burger, who was tasked with designing a ponytail with a touch of sophistication, the look featured a sleek side-swept bang for added refinement. The fresh gingham print of her dress, one of the era's prevailing trends, captured the youthful, carefree energy of the time.

Around the same period, Mattel introduced two groundbreaking products: *Miss Barbie*, the first Barbie doll with bendable legs and 'sleep eyes' (eyes that opened and closed), marking a significant advancement in doll design; and *Skipper Roberts*, Barbie's famous younger sister, which expanded the line and appealed to a younger audience. Both dolls marked important milestones in Barbie's history. ★

ON TREND

Iconic Patterns

The ultimate summer print and a tribute to the countryside, the Vichy pattern, also known as a gingham, takes its name from the French city of the same name, where it gained prominence in the 17th century.

Originally found on tablecloths and napkins, this print evokes the region's rustic and charming aesthetic. After World War II, it began appearing on rural workers' shirts, but it wasn't until the 1960s that it reached unprecedented popularity, becoming a staple in women's fashion. Today, its versatility and timeless elegance allow it to adapt to any style, reinventing itself season after season.

Barbie dolls from the 1960s and 1970s dressed in stylish gingham-print outfits.



A look back at...

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The film *The Sound of Music* premieres, later winning the Oscar for Best Picture



The Beatles release the album *Help!*, featuring hits like *Yesterday* and *Ticket to Ride*



Kellogg's famous *Pop Tarts* hit store shelves across the U.S.



Motown Records releases *Stop! In the Name of Love* by The Supremes



Muhammad Ali renounces his birth name, Cassius Clay, marking his conversion to Islam and his stance as a social activist

FASHION BREAKDOWN

Dancing Doll | 1965

POWER & STYLE

∞

Barbie



@ selenne_
Fashion Expert
& Designer

Swinging Sixties Look

The 1960s, a decade marked by profound social changes, emphasized dramatic eye makeup, moving away from the boldness of a red lip to focus on intricate, expressive eyes. This style evokes figures like Jean Shrimpton, the English supermodel who became a global icon of the era. Like many women of her time, she wore the signature black cat-eye liner and turquoise eyeshadow, paired with a soft pink lip.



Sophisticated Pearls

Pearls are the perfect choice for a simple yet elegant look.

The photo shows a 2009 reproduction wearing the Dancing Doll outfit. The original 1965 version included a pink belt and white heels.

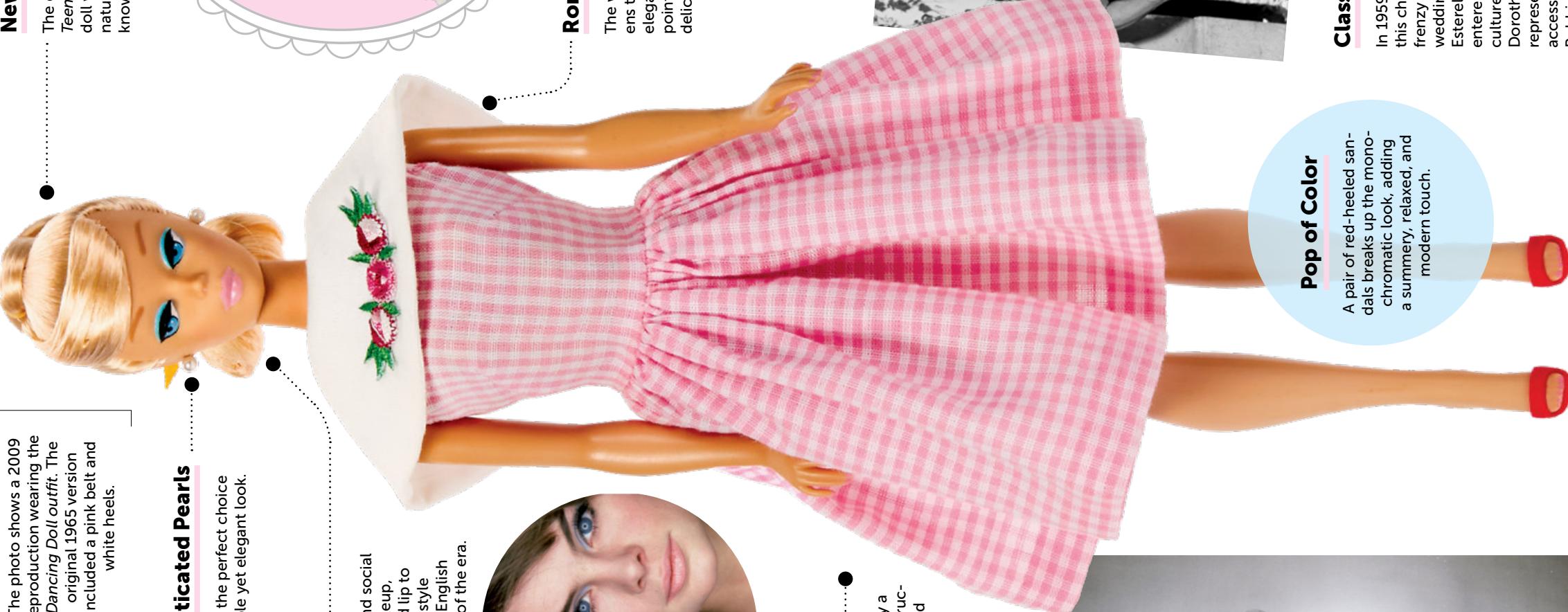
New Bangs

The curled hairstyle of the Teen-Age Fashion Model Barbie doll was replaced with a signature, sleek, side-swept look, known as the *Swirl Ponytail*.



Romantic Neckline

The wide, curved neckline softens the shoulders and exudes elegance, serving as the focal point of the ensemble with its delicate floral embroidery.



Cinch Waist

Dior's 1950s New Look, characterized by a tapered waist, a full-circle skirt, and a structured bodice, remained a dominant trend of the time period. Although the mod aesthetic began taking over the streets by the mid-sixties, this silhouette remained the preferred choice for elevated occasions.



Pop of Color

A pair of red-heeled sandals breaks up the monochromatic look, adding a summery, relaxed, and modern touch.



Classic Gingham

In 1959, France faced a shortage of this checkered pattern due to the frenzy sparked by Brigitte Bardot's wedding dress, designed by Jacques Esterel. Gingham, which initially entered the pantheon of pop culture thanks to the character of Dorothy in *The Wizard of Oz*, still represents a fresh, youthful style accessible to all. Actress Margot Robbie also wore this design in the 2023 *Barbie* movie.





INSPIRING WOMEN

Brigitte Bardot

ACTRESS+SINGER+ACTIVIST

B

Brigitte Bardot left an enduring mark on film, fashion, and popular culture. Her career unfolded through a series of films where she impressed with her talent and captivated audiences with her beauty. Over time, she also became an advocate for animal rights, cementing her legacy as both a cultural and philanthropic icon. The *Dancing Doll* outfit evokes the timeless charm of the French star, with the signature gingham dress recalling the style Bardot popularized in the 1960s.

Born in Paris into a conservative family, a young Bardot began her career as a dancer and model, but her true breakthrough came with film. In 1952, she made her big-screen debut in *Le Trou Normand* by Jean Boyer, though her rise to fame came in 1956 with *And God Created Woman*, directed by Roger Vadim, who was also her husband.

As one of the leading muses of the French New Wave, Bardot starred in films such as *La Vérité* (1960) by Henri-Georges Clouzot and *Le Mépris* (1963) by Jean-Luc Godard, solidifying her image as a modern, free, and independent woman. Her fame soon reached international heights, leading her to star in productions across different countries and even venture into the world of music.



Bardot was a style icon both on and off screen. Famous for popularizing the cat-eye eyeliner, the Bardot beehive hairstyle, and the bikini, her influence on fashion has been enduring. Above: Bardot on the set of the film *Doctor at Sea*, directed by Ralph Thomas. Opposite page: The actress with her iconic bouffant and a light blue boa in 1960.



For decades, Bardot has been committed to animal welfare, using her fame to speak out against abuse worldwide. Top: The French star dances the cha-cha-cha in a scene from the 1959 film *Voulez-Vous Danser Avec Moi?* Above: The actress is seen with pets at an animal shelter run by the Humane Society in Gennevilliers, France, in 1986. Right: posing radiantly for photographers.

In 1973, at just 39 years old, Bardot decided to retire from cinema to dedicate her life to a very different cause: animal protection. Deeply moved by cases of abuse, the actress began using her influence to fight against human cruelty toward animals. In 1986, she founded the Brigitte Bardot Foundation, an organization that has become one of the most influential in advocating for animal rights, addressing issues such as hunting, the use of fur, and animal testing.

Despite her relatively brief acting career, Bardot's influence on popular culture remains strong. She was one of the first stars to leverage her international fame to set trends in fashion, beauty, and lifestyle. Beyond her impact on the entertainment industry, Bardot stood out for challenging the social norms of her time, becoming a symbol of sexual liberation and a key figure in redefining the portrayal of female sensuality in film. Through her legacy, Bardot continues to be a reference that transcends generations, embodying a revolutionary spirit that broke barriers and left a lasting mark on both culture and cinema. *

I never felt beautiful. Only now am I beginning to realize that famous beauty that led to my success"

Brigitte Bardot



FASHION FOCUS

The '60s

(A STYLE REVOLUTION)



SPACE AGE

The fascination with space exploration and the arrival of man on the Moon sparked a futuristic fashion trend. The American Apollo 11 mission inspired designer André Courrèges, who revolutionized fashion with his Fall 1964 show, *Space Age*, featuring models in white and silver tones, flat boots, and protective goggles. Paco Rabanne also stood out with avant-garde designs and innovative materials such as paper, plastic, and metal; his bold cuts gained popularity after appearing in the 1968 film *Barbarella*. Pierre Cardin joined this trend with abstract geometric shapes, high-shine fabrics, and short hemlines that represented a renewed and daring elegance.



Metallic minidress with aluminum buttons by Paco Rabanne.



BOHO CHIC

By the close of the decade, the bohemian style that would bloom fully in the 1970s was already transforming the way people dressed, promoting values such as peace and love for nature. The fashion was varied and expressive, featuring a palette of vibrant colors, romantic designs, flowing fabrics, and unique accessories. This way of dressing was closely tied to themes like the anti-Vietnam War protests and the civil rights struggle in the United States. Bohemian fashion was not just a look, it was a message—one of individuality, artistic expression and a rejection of societal norms. Maxi dresses and skirts, peasant blouses, bell-bottom pants, as well as handmade jewelry and fresh flowers woven into the hair defined this distinctive style.



BOLD COLORS AND SHAPES

This cultural aesthetic, marked by vibrant colors and wild prints, sought to provoke a visual and emotional experience, bearing forth a style that not only focuses on appearance but also on expressing a broader consciousness. As a result, its designs incorporated kaleidoscopic elements, abstract spirals, and paisley prints in intense hues. Rock legends like Jimi Hendrix and Janis Joplin became icons of this trend.



MOD AESTHETIC

The cultural phenomenon known as the Swinging Sixties began in 1955 but reached its peak in the early-to-mid-60s. Rooted in London, this youth movement stood out for its focus on music and fashion. Mary Quant was one of the leading designers of the mod style that emerged during those years, recognized as the creator of the miniskirt, a symbol of female liberation. Her clothing reflected independence through vibrant colors, bold prints, and cuts that allowed for freedom of movement. One of the iconic faces of this era was Twiggy. By wearing Quant's designs, the English model became an emblem of this style, boosting the popularity of the miniskirt and solidifying the youthful aesthetic of the time.

COLLECTOR'S EDITION

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