

Barbie™ POWER & STYLE



★
Golden Dream

GOLDEN
GODDESS

THE SHIMMER
OF A DECADE

WHEN GLAMOUR
REIGNS

COLLECTOR'S EDITION

80
MATTEL



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BARBIE BIO



GOLDEN DREAM BARBIE

• 1981 •

★ **FULL NAME:** *Golden Dream Barbie*.

★ **THE INSPIRATION:** The glitz and sparkle of iconic figures from the late 1970s and early 1980s.

★ **HER STYLE:** Luxurious, sophisticated, and attention-grabbing. The perfect outfit for a night at the disco.

★ **CLOTHING DESIGN:** By the Mattel creative team.

★ **DEBUT:** In 1981, wearing a bodysuit, pants, stole, waist-tied overskirt, arm sleeves, handbag, jewelry (earrings, necklace, ring), and heels. The original box also included hair accessories such as two hairpins, a curling iron, a comb, brush, two styling tools, and two side combs.



STORY OF AN ICON



The legendary Studio 54 nightclub in New York was a symbol of the disco era and an icon of nightlife in the late 1970s and early 1980s. It was the setting where figures like Diana Ross, Bianca Jagger, John Travolta, and Andy Warhol gathered.

QUEEN of the NIGHT

THE GOLDEN DREAM BARBIE DOLL EMBODIED THE RADIANCE AND GLIMMER OF THE 1980S, LEAVING A MARK ON POP CULTURE AND IN THE HEARTS OF THOSE WHO GREW UP ADMIRING HER

The early years of this era were defined by a spirit of excess and transformation, driven by the rise of consumerism and economic growth in North America. Iconic stars of music and entertainment, such as Madonna and Michael Jackson, along with the emergence of MTV, shaped the pop culture of the time, as did emblematic figures like Princess Diana of Wales.

In the world of fashion, opulence and boldness ruled the runways. While trends from the 1970s remained present in the use of shimmer and metallic fabrics, in the '80s these elements took on a more sophisticated style. Women's fashion was defined by extravagant silhouettes: exaggerated shoulder pads, voluminous sleeves, and high-waisted pants. Power dressing, as personified by actresses like Joan Collins in the series *Dynasty*, was a fashion trend that reflected the growing presence of women in the workplace and their desire to project authority and success.

With her dazzling look, the *Golden Dream* Barbie doll embodied the style of the moment. Her wavy

**DANCING QUEEN**

The iconic *Golden Dream* Barbie doll embodied the opulence of the era. Her outfit was a dazzling golden party ensemble designed to reflect the luxury of the 1980s.



Illustrations of *Golden Dream* Barbie and Ken from the era. Mattel drew inspiration from icons of the time, such as Farrah Fawcett and Robert Redford, to create the looks. On the opposite page, the classic carrying case for the doll.



hair, inspired by actress Farrah Fawcett and designed for easy styling and curling, was part of the *Quick Curl* hair line, an innovation Mattel introduced in 1973 with the launch of a Barbie collection by the same name. Unlike other Barbie dolls of the era, *Quick Curl's* hair included finer fibers interwoven with microfilaments that made it easy to style hair quickly and effortlessly.

Hair innovations continued throughout these years. A new fiber called Kanekalon was introduced, replacing the traditional Saran. In addition, for the first time, two different hair colors were used on a single doll to create a highlighted effect. The *Golden Dream* Barbie doll was the first to debut this new feature, wearing a mix of golden and blonde tones. *



A Look Back at....



Actor **Robert De Niro** wins the Academy Award for Best Actor for the film *Raging Bull*



The television channel **MTV: Music Television** airs for the first time in the United States



The song ***Endless Love***, by **Diana Ross** and **Lionel Richie** becomes the song of the year, according to Billboard



The hit series ***Dynasty***, co-starring **Joan Collins**, premieres on the ABC network



Prince Charles and **Lady Diana Spencer** marry in a ceremony watched by 750 million people around the world



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Fawcett's smile became world-famous, and her image became one of the most reproduced on the planet.

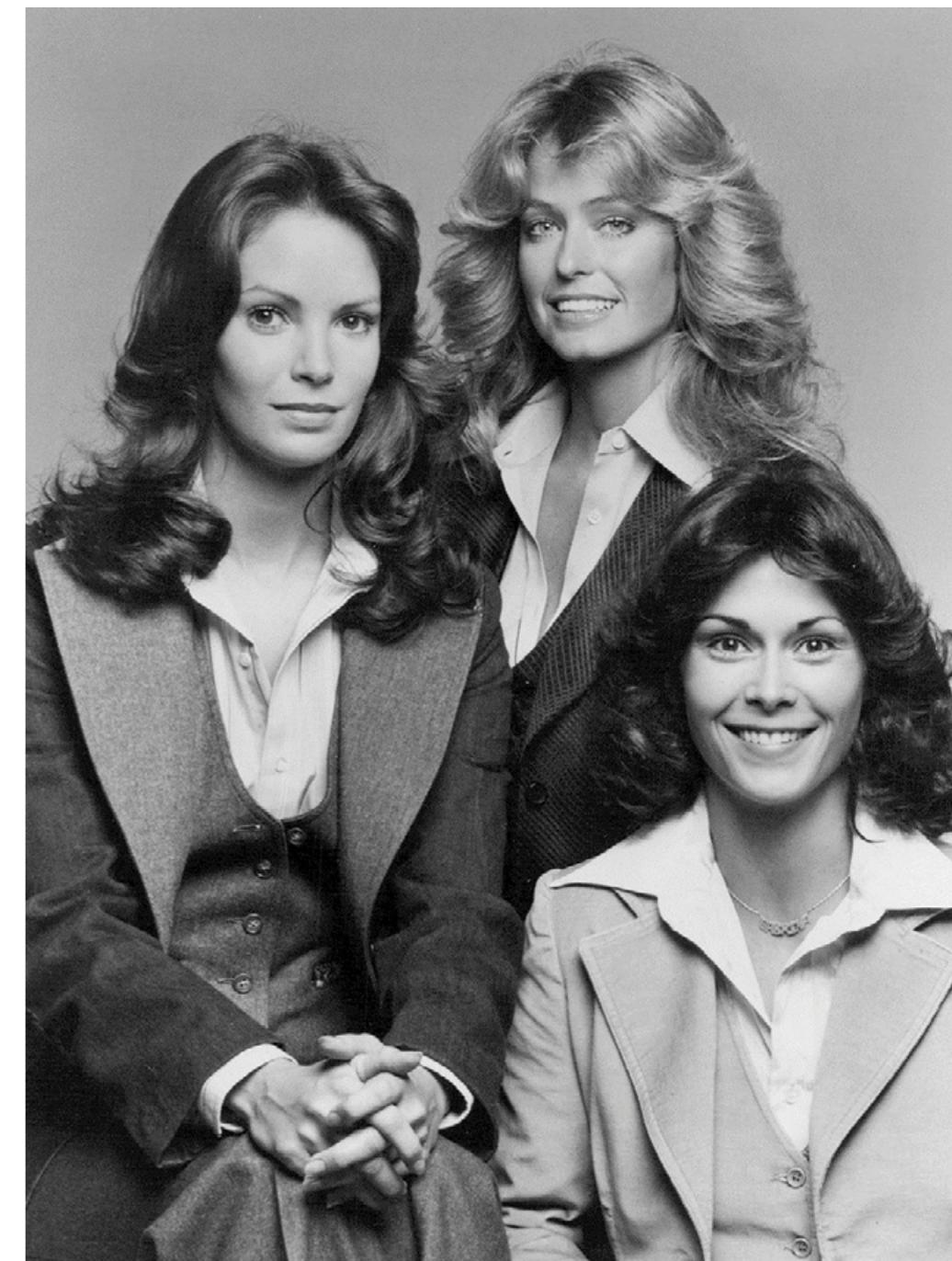
INSPIRING WOMEN

Farrah Fawcett

ACTRESS + MODEL

It's impossible to talk about the style of the '70s and '80s without thinking of the legendary Farrah Fawcett. Her unforgettable hair, which set trends worldwide, along with her radiant smile and charisma, made her a symbol of the era and a cultural phenomenon. Her role in *Charlie's Angels* not only established her as one of television's most beloved actresses, but also elevated her to star status. The look of the *Golden Dream Barbie* doll evokes Fawcett's vibrant and luminous personality.

Born in Corpus Christi, Texas, Fawcett showed talent and artistic inclinations from a young age, standing out in beauty pageants during her time at the University of Texas. In the late 1960s, she moved to Los Angeles to pursue her dream of becoming an actress. Her early years in the industry included appearances in commercials and small roles on television. However, her career took a decisive turn in 1976, when Aaron Spelling cast her as Jill Munroe in the memorable trio of "angelic" detectives. Although she appeared in only the first season, her impact was so significant that she remained forever linked to this



•••
Actresses Jaclyn Smith, Kate Jackson, and Farrah Fawcett captivated audiences around the world as the unforgettable *Charlie's Angels*. The series, which aired on the ABC network from 1976 to 1981, became a true media phenomenon and, over time, a pop culture icon.



Fawcett with actor Ryan O'Neal in 1987, with whom she shared a relationship that lasted over two decades. Together, they were one of the most popular couples of their time.



Above: the actress with actor Jeff Bridges in a scene from the film *Somebody Killed Her Husband* (1978). Right: her iconic red swimsuit, a poster, and a *Charlie's Angels* script, displayed during the donation of Farrah Fawcett's memorabilia to the Smithsonian National Museum of American History in 2011, in Washington, D.C.



emblematic character.

That same year, another event would propel her to worldwide fame: the iconic poster of her in a red swimsuit sold six million copies in its first year. Today, with over 12 million units sold, it remains the most successful poster of all time and an undisputed symbol of the 1970s.

Fawcett continued to shine in dramatic roles throughout her career. Her performances in films like *The Burning Bed* (1984), which addressed domestic violence, and *Small Sacrifices* (1989), based on the shocking true story of a mother accused of murdering her children, earned her critical acclaim and nominations for prestigious awards. In 1997, she received rave reviews for her role in *The Apostle*, alongside Robert Duvall. In the years that followed, she continued to appear in television series such as *Spin City* and *The Guardian*.

In 2006, the actress was diagnosed with cancer, and her fight became a

symbol of strength and resilience. Three years later, the documentary *Farrah's Story*, which chronicled her battle with the disease, moved audiences and helped raise awareness about the illness. Before her passing in June 2009, the actress founded the Farrah Fawcett Foundation, dedicated to fighting the disease.★



I deeply believe in one's own positive will to overcome even the most daunting challenges."

Farrah Fawcett

Golden Goddess

TREND TALK



Right: The legendary singer Diana Ross wearing a luminous gold top in 1987, and actress Sheryl Lee Ralph in a creation by Jovana Louis at the Critics Choice Awards in 2023. Below: Actress Cate Blanchett in a Louis Vuitton design at the Cannes Film Festival in 2024.



From its historic opulence in ancient civilizations and European aristocracy to the dazzling gowns and accessories that light up today's red carpets, gold has fascinated humanity for centuries. In the world of fashion, this show-stopping color stands out not only for its inherent elegance but also for its power to transform a simple outfit into a statement of luxury.

The 20th century witnessed iconic moments where gold set the tone in fashion. The glamour of the 1920s shone through stunning flapper dresses embellished in gold, while in the postwar era, designers like Christian Dior and Coco Chanel used it in their most luxurious creations. In pop culture, Marilyn Monroe immortalized gold with her iconic pleated dress in the film *Gentlemen Prefer Blondes* (1953), which became a symbol of Hollywood and a synonym for sophistication.

Today, gold has transcended its decorative role to become a true star in fashion. Its remarkable ability to enhance beauty, adapting to a wide range of skin tones and styles, makes it a universally flattering color. Thanks to its versatility, it has earned the title of "the new black." Renowned designers and fashion houses like Versace, Naeem Khan, Pamela Rolland, Dolce & Gabbana, and Reem Acra, among others, incorporate it into their creations with boldness and artistry.

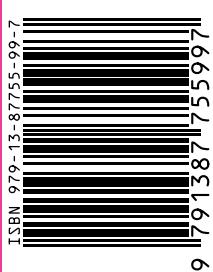
Likewise, celebrities choose it as their go-to ally on the red carpet, whether in sleek, modern designs or in elaborate and opulent gowns. Gold remains fashion's most glamorous color, a timeless statement that never loses its shine.★



Above: The Golden Dream Superstar Forever Collection Barbie doll from 2015. Right: The Golden Dream Christie Barbie doll from 1981.

COLLECTOR'S EDITION

Barbie™



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CREATING JOY

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