

Barbie™

POWER & STYLE

★
Enchanted
Evening

A TRUE STAR

HAUTE COUTURE
STYLE

THE GLAMOUR
OF AN ERA

COLLECTOR'S EDITION

A 2009 reproduction



Contents

4

Story of an Icon

Be inspired by the *Enchanted Evening* Barbie doll outfit, which captures the unmistakable style of Hollywood's golden age stars.

8

Fashion Breakdown

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

10

Inspiring Women

The legacy of the unforgettable Grace Kelly: her impeccable elegance, brilliant film career, and impactful philanthropic work as Princess of Monaco.

14

Masters of Style

Meet Edith Head, the most awarded costume designer in Hollywood and one of the film industry's most influential fashion figures.

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BARBIE BIO



ENCHANTED EVENING

• 1960 •

★ **OUTFIT NAME:** *Enchanted Evening.*

★ **THE INSPIRATION:** The classic glamour of Hollywood.

★ **THE STYLE:** Luxurious evening gowns from the 1950s.

★ **DESIGN:** By Charlotte Johnson, a key Mattel designer who shaped and developed Barbie's fashion.

★ **DEBUT:** In 1960, featuring a gown, fur stole, long gloves, a triple-strand pearl necklace, dangling pearl earrings, and high heels.



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The Barbie Teen-Age Fashion Model sculpt wearing the original 1960 *Enchanted Evening* outfit evokes the luxurious elegance of the time's most fashionable gowns.



STORY OF AN ICON

A true STAR

WITH ITS LONG SATIN GOWN AND REFINED DETAILS, THE *ENCHANTED EVENING* OUTFIT EMBODIES THE GLAMOUR AND SOPHISTICATION OF 1950s *HAUTE COUTURE*, REFLECTING THE STYLE OF HOLLYWOOD'S LEADING LADIES AND THE GENERAL LAVISHNESS OF THE ERA



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A *Vogue* cover from the time featuring a creation by Spanish designer Antonio Castillo, reminiscent of the *Enchanted Evening* style. Top right: Christian Dior poses with models wearing his elegant evening gowns.

At the close of the 1950s and the beginning of the 1960s, postwar splendor and the sophistication of movie stars and high society still defined popular culture.

In fashion, *haute couture* continued to set the tone, with designers like Christian Dior and Balenciaga leading the way. Dior's revolutionary New Look, launched in the 1950s, introduced a silhouette with cinched waists and full skirts. Spanish couturier Cristóbal Balenciaga, on the other hand, offered structured, minimalist designs that conveyed modern sophistication. Both designers influenced the elegance of fashion throughout the decade—a legacy visible in the *Enchanted Evening* ensemble.

In addition to drawing inspiration from high fashion, Barbie's coterie of wardrobe designers was also deeply influenced by the cinematic world, with Hollywood and its most famous costume designers at the



“Elegance must be the right combination of distinction, naturalness, care, and simplicity. Outside this, believe me, there is no elegance. Only pretension.”

Christian Dior

In 1996, the *Enchanted Evening* ensemble returned as a collector's reproduction. Right: a replica of one of the iconic suitcases designed for transporting the doll.



center. Icons like Edith Head, Helen Rose, and Irene Sharaff played crucial roles in dressing stars such as Grace Kelly, Elizabeth Taylor, and Audrey Hepburn—an aesthetic that translated into *Enchanted Evening* and several other fancy-dress Barbie doll ensembles from the era.

More than just a fashionable outfit, this iconic design reflects the values and aesthetics of the 1950s, resonating with generations who admired both Hollywood glamour and the drama of upscale fashion. ★

50 Years of Style

In 2009, Mattel released a reproduction of the *Brunette Bubble Cut Barbie* wearing the full *Enchanted Evening* outfit — a collector's delight.



A look back at...

1960



◀ **The Anne Frank House** opens in Amsterdam



◀ **The Flintstones**, the first prime-time animated television series, premieres on ABC



◀ **Chubby Checker** releases his version of *The Twist* in the U.S.



◀ **Simone Signoret** wins the Academy Award for Best Actress for *Room at the Top*



◀ Singer **Ella Fitzgerald** releases her iconic album *Mack the Knife* — *Ella in Berlin*, which earned her two Grammy Awards the following year



@sereinne_

Fashion Expert
& Designer

The photo shows a 2009 reproduction wearing the *Enchanted Evening* outfit.

Bubble Style

The short, voluminous, perfectly rounded hairstyle is the signature *Bubble Cut* Barbie look, first released in 1961. It reflected early 1960s hair trends.

Classic Tribute

Pearls, worn by stars of the time like Grace Kelly as a symbol of elegance, take center stage in a sophisticated triple-strand choker and delicate drop earrings.

Pure Luxury

The white faux fur stole, secured at the chest with a button and covering the neckline, is a hallmark of refined elegance. It's lined with the same satin as the gown.



Glam Makeup

This makeup look bridges the best of the '50s and '60s. Classic red lips add a timeless and sensual touch, while the cat-eye liner and turquoise eyeshadow modernize the look—as seen in the iconic style of legendary singer and actress Eartha Kitt.



Red Carpet Ready

This pale pink satin dress creates an elegant silhouette that reflects late-1950s Hollywood glamour. A gathered drape at the waist, topped with a rose detail, transforms the skirt from a form-fitting sheath to a flared shape. The design recalls iconic gowns worn by Marilyn Monroe, such as the one she wore to columnist Walter Winchell's birthday party in 1953, or in her famous performance of "Diamonds Are a Girl's Best Friend".

Old Hollywood

These long evening gloves—known as opera gloves—are still worn at prestigious events like the Vienna Opera Ball, where debutantes continue the tradition of donning them.





Kelly represented a vision of womanhood that went beyond the typical Hollywood starlet. She was as beautiful as the rest, but carried a quiet elegance and sense of restraint that made her unique — and irresistible.

INSPIRING WOMEN

Grace Kelly

ACTRESS + PRINCESS

The beauty and elegance of Grace Kelly left a lasting mark on the American film industry, cementing her as one of the most admired figures of her era. Her refined screen presence and natural grace allowed her to stand out in a Hollywood brimming with stars. Her legacy is multifaceted — spanning a celebrated acting career, her influence as Princess of Monaco, and her lasting impact on fashion and global culture.

Born in Philadelphia to a construction executive and former athlete of Irish descent, and a German-American educator, Kelly showed an early passion for acting, taking on roles in school plays. Her uncle, Pulitzer Prize-winning playwright George Kelly, encouraged her to pursue it professionally. At 14, she joined Philadelphia's Old Academy Players and, at 18, began training at the American Academy of Dramatic Arts in New York.

The famed actress rose to Hollywood stardom quickly during the 1950s. While her role in *High Noon* (1952) brought early attention, it was *Mogambo* (1953), directed by John Ford, that established her as a major star. In the film, Kelly portrayed a woman caught in a love triangle—a performance that earned critical

The actress wearing the dress from *Rear Window*, directed by Alfred Hitchcock, with whom she developed a lasting creative relationship.





Above: the actress with Prince Rainier and their three children (Caroline, Albert, and Stéphanie) in Monaco. Right: on the cover of *Life* magazine in 1956, wearing a gown by Edith Head. Below: With James Stewart on the set of *Rear Window*; in a dramatic scene from *The Country Girl*; and her star on the Hollywood Walk of Fame.



acclaim, a Golden Globe, and her first Oscar nomination.

In 1954, she began her iconic collaboration with Alfred Hitchcock, starring in classics such as *Dial M for Murder* (with Ray Milland), *Rear Window* (with James Stewart), and *To Catch a Thief* (with Cary Grant). But it was her role in *The Country Girl*, opposite Bing Crosby, that won her the Academy Award for Best Actress at age 26.

In 1955, during a trip to the south of France for the Cannes Film Festival, Kelly met Prince Rainier III of Monaco. A year later, she left behind her thriving Hollywood career to become a princess and take on royal duties. In Monaco, she devoted herself to philanthropy and the arts, leaving an indelible mark on the principality's culture and society. She served as president of the Monaco Red Cross and, in 1963, founded The World Association of Children's Friends (AMADE)—a nonprofit organization dedicated to protecting children's rights around the world. In 1964, she established the Princess Grace Foundation to support local artists, and in 1975, she helped found the Princess Grace Academy, Monte Carlo's prestigious ballet school.

Grace Kelly tragically passed away in a car accident in 1982, but her memory lives on through her artistic contributions, philanthropic work, and her lasting image as a symbol of timeless elegance.★

I certainly don't think of my life as a fairy tale. I think of myself as a modern, contemporary woman who's had to deal with all kinds of problems that many women today have to deal with."

Grace Kelly



With actor Marlon Brando at the 1955 Academy Awards. Kelly won Best Actress for *The Country Girl*, while Brando won Best Actor for *On the Waterfront*.

MASTERS OF STYLE

Edith Head

Edith Head's personal style, marked by her signature round glasses and tailored suits, made her an iconic figure both on and off Hollywood sets.



Head with Italian actress Sophia Loren during a costume fitting for the 1960 film *Heller in Pink Tights*.



The legendary designer holds her Oscar as actress Marla English models the gown Head created for Audrey Hepburn in *Roman Holiday*, the film that earned her the Academy Award for Best Costume Design.

If you have ever been captivated by the costumes in a classic Hollywood film, there is a good chance you were looking at the work of Edith Head, one of cinema's most influential costume designers. Her talent for blending storytelling with fashion gave rise to unforgettable outfits in films like *Rear Window* and *Sabrina*. These designs did not just complement the characters, they became cultural icons in their own right. To this day, Head's contributions remain a key reference point for designers, and she is considered a symbol of the era's visual identity. The *Enchanted Evening* outfit evokes the same timeless glamour that Head brought to life on the silver screen.

Although she held a degree in Literature and Philosophy, the St. Louis, Missouri native began her career teaching art and French before joining Paramount Pictures in 1924. Despite lacking formal training in fashion, she showed remarkable determination by submitting a portfolio filled with sketches

borrowed from fellow artists to get the job. When her boss discovered the truth, instead of firing her, he was so impressed by her initiative that he decided to give her a chance. Head quickly rose through the ranks thanks to her creativity, dedication, and ability to translate scripts into compelling costume design.

Over the course of nearly six decades, the celebrated designer contributed to more than 1,000 films, including classics like *All About Eve* with Bette Davis, *Roman Holiday* with Audrey Hepburn, and *To Catch a Thief* with Grace Kelly. Head was known for forming close relationships with the actresses she worked with, many came to trust her not only as a designer but also as a personal advisor and friend.

Head won eight Academy Awards for Best Costume Design, still the most ever received in that category. Beyond the accolades, her greatest legacy was elevating costume design into a true cinematic art form, one that brought depth and personality to every character on screen.★



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