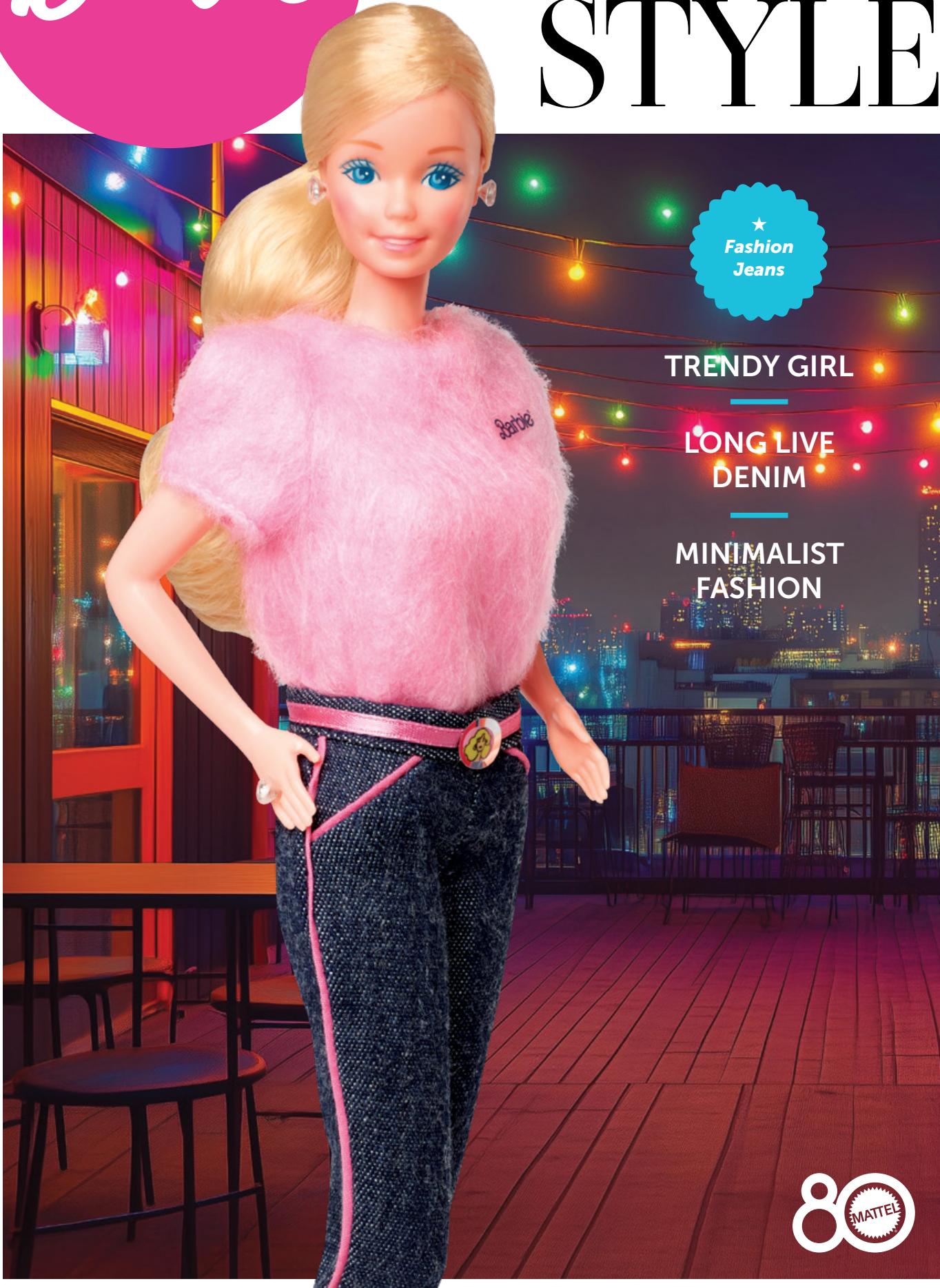


Barbie™

POWER & STYLE



COLLECTOR'S EDITION

80
MATTEL



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Calvin Klein, denim visionary, disrupted the fashion world with his minimalist aesthetic, becoming one of the great American designers.

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The *Fashion Jeans Barbie* and Ken dolls reflect the 1980s obsession with designer jeans, a garment that evolved from utilitarian roots to become a symbol of glamour.

STORY OF AN ICON

DENIM chic

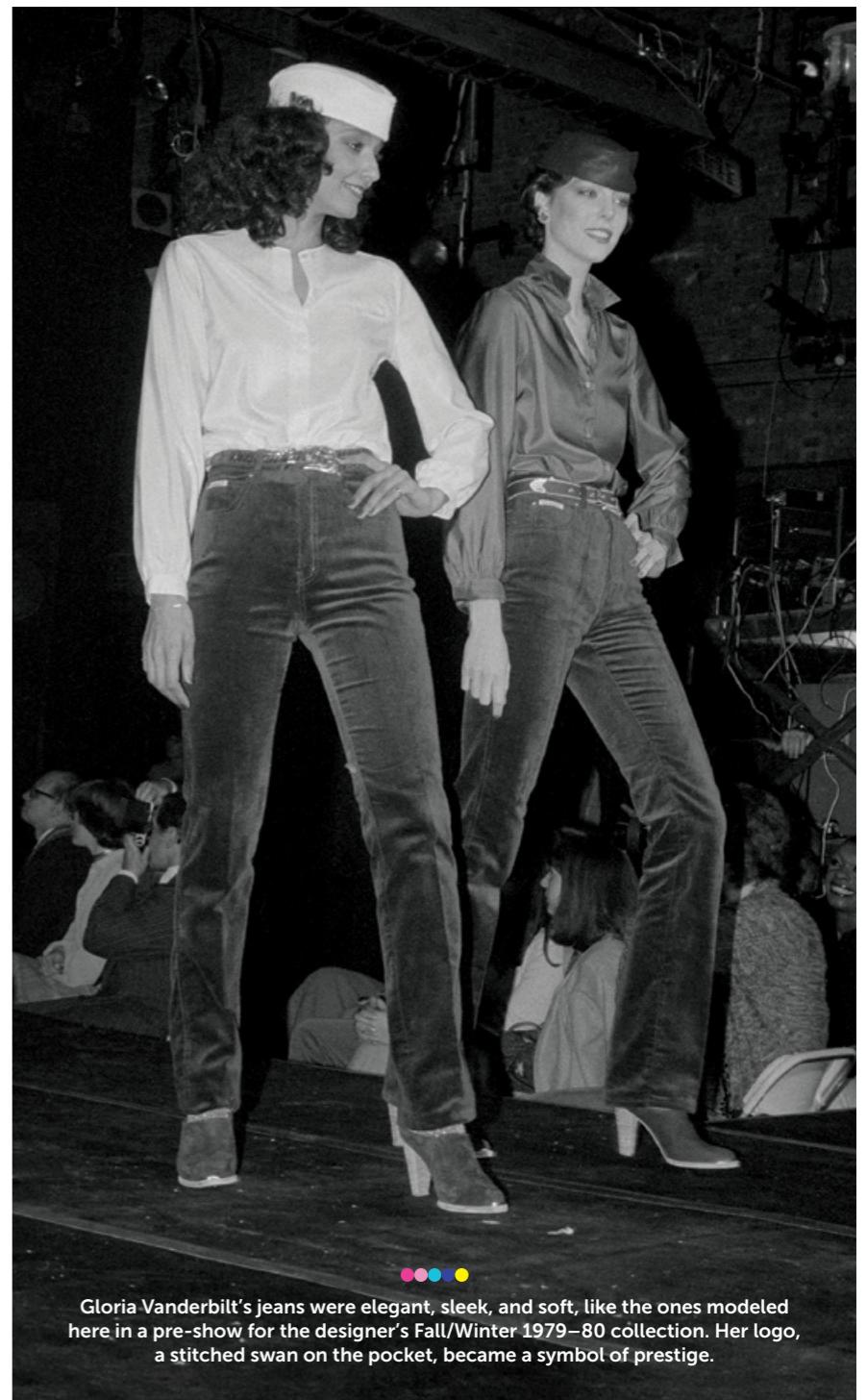
THE FASHION JEANS BARBIE DOLL CELEBRATES THE RISE OF DESIGNER JEANS, AN ICONIC FASHION TREND THAT CONTINUES TO ENDURE THROUGH TIME

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By the late 1970s and early 1980s, designer jeans had become a symbol of status in pop culture. Brands like Calvin Klein, Jordache, and Gloria Vanderbilt were among the most coveted by young trendsetters. In 1982, the *Fashion Jeans Barbie* doll was launched to represent this popular trend.

Once considered the traditional clothing of blue-collar laborers and physically demanding trades, jeans took on an air of rebellion thanks to icons like James Dean and Marlon Brando. In the '70s, they accompanied the feminist liberation movement, and by the '80s, they had acquired a sophisticated air that elevated them into the world of luxury.

In 1976, designer Calvin Klein made history by presenting them for the first time on the runway, cementing them as a piece of high fashion. The legendary Gloria Vanderbilt revolutionized the



Gloria Vanderbilt's jeans were elegant, sleek, and soft, like the ones modeled here in a pre-show for the designer's Fall/Winter 1979–80 collection. Her logo, a stitched swan on the pocket, became a symbol of prestige.



market in 1979 with her fitted, flattering jeans, building on the Buffalo 70 style by Italian brand Fiorucci, which first introduced the concept of sleek, refined jeans in 1970. While the '80s popularized stone wash, acid wash, and ripped styles, the new designer jeans stood out for their elegant silhouette and exclusive appeal.

The *Fashion Jeans Barbie* doll embodied this luxurious look from head to toe. Her dark denim pants, with a high waist and tapered leg, created a streamlined silhouette, while her name embroidered on the back pockets echoed the signature mark of the trend. Her textured pink sweater added a touch of sophistication, and her cowboy boots, another major U.S. trend at the time, gave her a fun, casual flair.

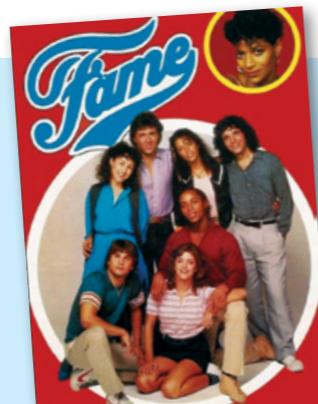
This stylish doll not only captured the energy of the era but also marked a turning point in the evolution of one of fashion's most iconic garments. ★



A Look Back at....



Stevie Wonder and Paul McCartney release the single ***Ebony & Ivory*** in the United Kingdom



The series ***Fame***, starring Debbie Allen, premieres on NBC



Sony launches the first compact disc player, CDP-101, in Japan



Actress **Meryl Streep** wins the Golden Globe for Best Actress in a Drama for the film *The French Lieutenant's Woman*



The film ***E.T. the Extra-Terrestrial***, directed by Steven Spielberg, premieres

A page from the 1982 Mattel catalog featuring the original *Fashion Jeans Barbie* & Ken dolls as a couple ready to go to the movies, have a picnic, or dance to country music.

FASHIONBREAKDOWN Fashion Jeans Barbie | 1982

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Barbie



@sereinne_

Fashion expert and
designer

Touch of Sparkle

This Barbie doll's casual look is reflected in her accessory set, which includes translucent plastic earrings with rhinestones and a ring with a sparkling stone.



Trendy Beauty

Her extra-long golden hair is styled in a side ponytail, a look that was in fashion at the time. Her makeup also follows the decade's aesthetic, with sky-blue eyeshadow, electric blue lashes, pink blush, and subtly tinted lips.



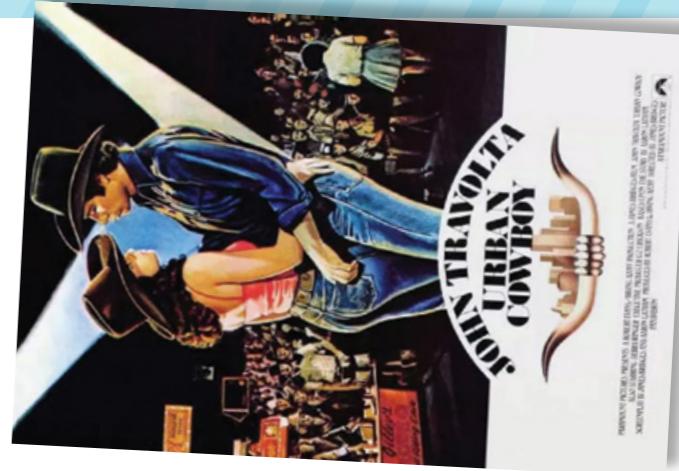
Cotton Candy

She wears a bubblegum-pink acrylic sweater, a material widely used in the '80s to create a plush-like effect thanks to innovations in synthetic fabrics. The garment is waist-length and features the Barbie logo on the left side.



Sweet Belt

A bright pink satin ribbon acts as a belt, decorated with a sticker that mimics a buckle featuring an illustrated portrait of Barbie.



Western Style

She wears high-shaft pink cowboy boots, another '80s staple. This footware style gained major popularity thanks to the 1980 film *Urban Cowboy*, starring John Travolta, and the rise of country music.

Hot Jeans

High-waisted, rigid denim jeans were a must-have in the '80s. Barbie doll wears a pair featuring her name on the back pocket label, where the brand name of designer jeans was typically displayed during that era. The pink piping on the sides and the pocket adds a distinctive touch. This look pays tribute to the high-end designer jeans that brought denim to the runway.



Shields' beauty and charisma made her a cultural icon of the 1980s. Today, with her honesty and vulnerability, she seeks to inspire women around the world to challenge age-related stereotypes.

INSPIRINGWOMEN

Brooke Shields

MODEL + ACTRESS

The star models striped tights and a black leotard for an advertisement in 1983.



With her striking green eyes, straight eyebrows, and iconic hair, Brooke Shields captured the world when she burst onto the film scene in the early 1980s. The innocence of the young model and actress, who quickly rose to stardom, still resonates powerfully in the culture industry today. The daughter of a real estate entrepreneur and an actress and producer, Shields began her modeling career at just eleven months old, appearing in advertisements. She rose to fame in her teenage years thanks to her roles in films, but her impact extended far beyond the screen, making her an iconic

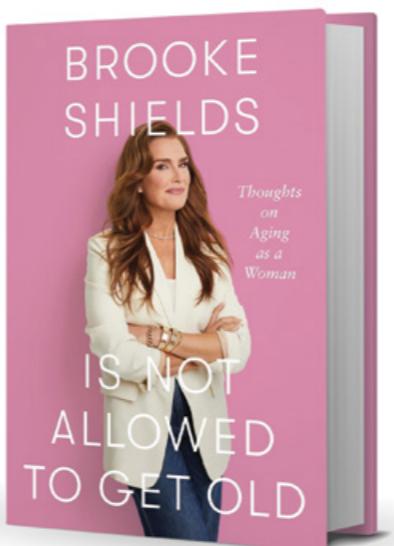
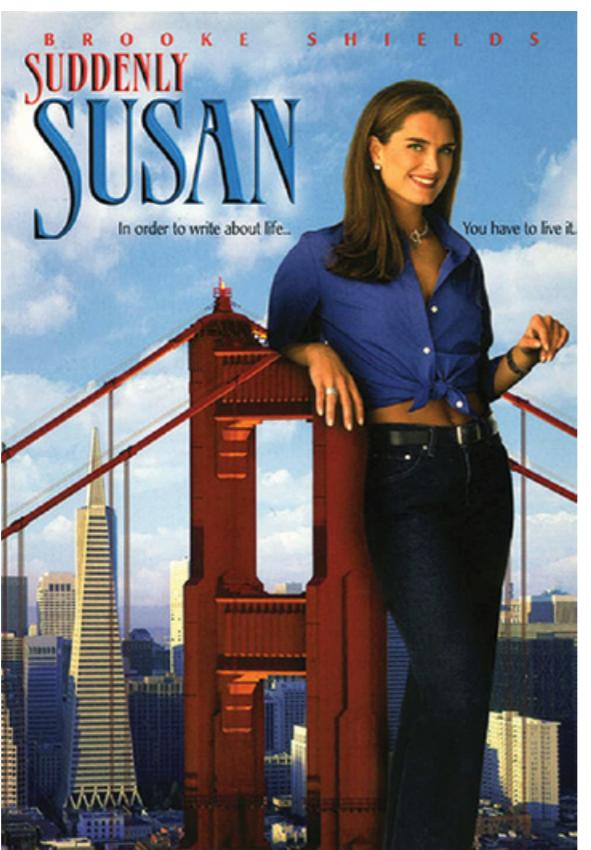
figure in fashion and advertising.

Her 1980 campaign for Calvin Klein marked a turning point in the industry, propelling both her career and the brand to a new level of global recognition. By age 16, the New York-born star had already graced the covers of top fashion magazines. In 1981, *Time* magazine proclaimed her "the face of the decade."

After graduating from Princeton University in 1987, Shields expanded her career to include theater and television. In the 1990s, she starred in the hit sitcom *Suddenly Susan*, playing a journalist in San Francisco. Her comedic talent helped her remain relevant in



••••
Above: Shields with her husband, Chris Henchy, and daughters, Rowan and Grier Henchy, in 2013. Top right: Her new book *Brooke Shields Is Not Allowed to Get Old*, in which she reflects on how the passage of time has made her feel more confident in herself. Right: A poster for the NBC television series *Suddenly Susan*, which Shields starred in from 1996 to 2000.



the entertainment industry, as did her roles in Broadway productions such as *Grease*, *Chicago*, and *Cabaret*, showcasing her versatility as an actress.

Over the years, Shields has become a powerful voice in the conversations around mental health and women's empowerment. She was one of the first public figures to speak openly about postpartum depression and the pressure placed on women by the fashion and entertainment industries. She is the author of three books: *Down Came the Rain: My Journey Through Postpartum Depression* (2005); *There Was a Little Girl* (2015), in which she recounts her complex relationship with her mother; and *Brooke Shields Is Not Allowed to Get Old* (2025), a reflection on the challenge of aging under public scrutiny.

Today, the author and entrepreneur continues to expand her legacy through new projects. In 2022, she launched the podcast *Now What?*, focused on navigating adversity, addressing topics such as career changes, personal setbacks, and coping with grief. In 2024, she starred in the Netflix film *Mother of the Bride* and launched her own line of haircare products for women over 40. Throughout her life, Brooke Shields has shown that her impact goes far beyond the screen and runway, encouraging women to embrace every stage of life with confidence and determination.★



For me, success has been measured in longevity, and in an enduring career that has had both highs and lows. I simply refuse to give up."

Brooke Shields

••••
The actress, in the closet of her New York home, displays the iconic Calvin Klein jeans she wore in the 1980 campaign. The garment was auctioned in 2024 along with other Shields items, including the screenplay from *The Blue Lagoon* (1980) and a high school cheerleading sweater.

Calvin Klein



MASTERS OF STYLE

HIS MINIMALIST AESTHETIC, ENTREPRENEURIAL SPIRIT, AND VISION FOR DENIM MADE HIM ONE OF THE MOST INFLUENTIAL DESIGNERS OF THE 20TH CENTURY

The New York designer not only left his mark on fashion but also on advertising, with bold campaigns that revolutionized marketing in the industry.

When talking about minimalism in fashion, it's impossible not to think of Calvin Klein. His focus on clean lines and precise tailoring reinvented American style. His vision not only transformed the industry but also reshaped the perception of extravagance in fashion, making it more modern and accessible.

Klein was born in the Bronx and studied at New York's Fashion Institute of Technology. After graduating in 1962, he began his career as a design apprentice in Manhattan's garment district. In 1968, he founded his namesake brand, Calvin Klein, creating simple, understated garments that quickly won over the public. "It's simple, comfortable, elegant clothing, nothing exaggerated or extreme," the designer once said of his style.

Throughout the 1970s and 1980s, Klein expanded his brand with menswear lines and, most notably, his iconic designer jeans. In 1980, his



Model Kate Moss, one of the house's muses, during a presentation of Calvin Klein's Fall 1995 collection.



groundbreaking advertising campaign starring Brooke Shields cemented denim as a symbol of status and luxury.

The 1990s were a defining decade for the New York designer. His minimalist, modern, and sophisticated approach dominated the fashion of the era. His collections, ranging from casual wear to structured suits and his now-iconic underwear line—with campaigns fronted by figures like Kate Moss and Mark Wahlberg, and later by Joan Smalls and Michael B. Jordan, among others—solidified his clean, timeless aesthetic.

Convinced that fashion should be a lifestyle, Klein expanded his empire into the world of fragrance. His first ventures in perfumery became instant classics, with scents like Obsession (1985) and Eternity (1988); then, in 1994, the unisex fragrance CK One revolutionized the industry.

The celebrated designer sold his company in 2002, but his legacy endures. The brand remains a benchmark of modernity and relaxed elegance, and continues to be one of the most recognized names in global fashion.★



Above: Zendaya wears an exquisite white Calvin Klein ensemble in 2024, and Lupita Nyong'o wears a sculptural look, also by the brand, in 2015. Below: The iconic fragrance Obsession, launched in 1985.

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