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THE BRATZ BRAND

BRAND ESSENCE
CORE VALUES
BRATZ IN CULTURE
CONTENT & PRODUCT ECOSYSTEM

BRATZ ISN'T JUST A TOY BRAND,
IT'S A MOVEMENT: WHEN YOU'RE TRUE TO
YOURSELF, YOU RUN THE WORLD—

Bratz are the dolls with a "passion for fashion" who have inspired generations to be themselves, boldly and unapologetically.

We are the franchise that proves fashion is power – an unfiltered way to express who you are without having to say a word.

We champion the ones who aren't afraid to stand out. Bratz celebrates individuality, diversity, and confidence, all wrapped in a loud, trendsetting package.

Start it. babe!

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CORE VALUES

Our Core Values are what we live and breathe behind the scenes. We love what we do and this is how we make sure it shows.

For each Core Value, we've also got quick reality checks – what these mean and what they don't. These values guide every design choice, social post, and partner collaboration – it's all about how we know that *Bratz is Bratz* and nothing else.



Fashion-Forward Creativity



Authentic Self-Expression



Inclusive & Diverse



Empowering & Confident



Playful & Passionate

Fashion-Forward Creativity

Bratz lives and dies by fashion innovation. Style is our language and we're fluent in it. We believe in bold choices, creative flair, and setting trends – all day, every day.

WE ARE trendsetters and style innovators, constantly pushing the envelope. If it's fresh, expressive, and elevated with intention, we're all about it, hun.

WE ARE NOT copycats or trend-chasers. You'll never catch Bratz playing it safe or riding on someone else's coattails. Boring clothes? Couldn't be us.

Authentic Self-Expression

Bratz values total authenticity. We encourage everyone to let their personality shine, quirks and all. Being your proud self is always in style.

WE ARE 100% real. Our tone is candid and our characters are true to themselves down to their tastes in fashion, music, art – you name it!

WE ARE NOT fake or forced. No phony positivity, no pandering. Bratz doesn't sugarcoat or conform to please others. We don't do "plastic perfect."

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THE BRATZ BRAND > CORE VALUES



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THE BRATZ WORLD

FASHION • FASHION • FASHION •

FASHION RULEZ

Fashion is a Bratz Core Value and a Narrative Pillar. Fashion isn't just clothing for us – it's character, story, and attitude all rolled into one. So how do we make sure that Bratz fashion always serves Bratz realness? These Fashion Rulez describe what shapes Bratz fashion and how we bring it so that our *Bratz fashion always rules!*

High Fashion X Street Fashion Fusion

No Fear, All Fun

Character-Centric Wardrobes

Fashion Flexibility: Evolving Style



High Fashion X Street Fashion Fusion

From day one, Bratz pulled inspiration from the runways of Paris to the sidewalks of LA. We mix high fashion with underground street trends to create something fresh. Our designers ask, "What's the coolest thing out there right now, and how do we push it further?"

We love contrasts: glam vs. gritty, new vs. vintage, cute vs. edgy. This fusion gives Bratz its trendsetting edge. We're not copying what we see – we're remixing and elevating it.

No Fear, All Fun

The Bratz fashion philosophy? More expression, less inhibition. We don't believe in "too much" – as long as it's done with intention. Whether it's bold layering, clashing prints, or a daring silhouette, Bratz fashion is about experimentation, play, and personal flair.

We don't play it safe, because our fans don't want safe – they want style that turns heads and feels like them.

Character-Centric Wardrobes

Each Bratz girl has a distinct point of view – that's by design. Yasmin's earthy boho glam, Cloe's sparkly sporty chic, Sasha's streetwear luxe, and Jade's punky experimental edge serve as unique frameworks that guide their styling across dolls, media, and merchandise.

Their individual aesthetics stand on their own, but their looks always work together as a cohesive crew. A Bratz lineup should feel like a group you believe – different vibes, same energy.

Fashion Flexibility: Evolving Style

The Girlz' "default" fashion vibes are just the starting point. Like real trendsetters, the Bratz evolve and remix their looks to reflect new moments, moods, and eras. Whether it's red carpet glam, retro revival, fantasy fairies, or festival-core, their styles adapt while staying unmistakably them.

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THE BRATZ WORLD

FASHION • FASHION FASHION • FASHION • FASHION •

CREATING LOOKS

Bratz fashion is about innovation, self-expression, and a touch of rebellion. We draw inspiration from everywhere – youth culture, music videos, club scenes, vintage fashion archives, and our own Bratz history.

Designers sketch freely and often, then we pick the loudest, proudest ideas to refine. And yes, we absolutely consider input from our fan community – they are often re-styling dolls and making fan art, which is an incredible inspiration pool.



Mood boards for Bratz designs might have a pic of a pop star's edgy ensemble next to a Harajuku street snap, next to a 1970s glam rock costume. We encourage a very collage-like creative process.



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When Designing, Always Ask:

Is this unmistakably her?
Would you spot it on a shelf and instantly know it's Jade, not Yasmin?

Does this fit the group's overall story, vibe, or moment?
The look may rock but to slay, it needs to suit (wink) the scene.

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YEARS

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SPEAKING BRATZ

BRAND VOICE ESSENTIALS

While the Bratz Girlz have their own strong voices, Brand Voice is the personality behind our words as we share Bratz with the world.

Whether it's a social media caption, a press release, or words on a doll's box, the Bratz voice is a huge part of what connects with fans – here's the essentials to speaking Bratz.

THE BRATZ VOICE IS:

- Sassy & Playful**
- Empowering & Positive**
- Unfiltered & Real**
- Culturally Fluent**
- Humorous but Heartfelt**

Think of Bratz as that super stylish best friend who hypes you up – she's fun, a little cheeky, and she tells it like it is.

Sassy & Playful
Bratz always has a little wink in her words. Our tone is confident, expressive, and full of attitude, but never mean. We love to exaggerate for drama ("literally died when I saw those shoes 😍"), drop puns like accessories, and serve every line with a signature twist. Casual emoji use? Of course – we sprinkle them like glitter.

Empowering & Positive
While we crack jokes and keep it light, the Bratz voice always uplifts. We cheer on our fans and our characters. Phrases like "you got this," "go for it!" "own it, girl" appear often. Even when acknowledging challenges ("Nervous about that audition? Same, girl."), we pivot to encouragement ("But you know we're gonna rock it anyway 🎶"). We're like a fitting room pep talk – honest but positive.

Unfiltered & Real
Importantly, we promote self-compassion and acceptance: no self-deprecation beyond maybe a tiny comedic quip ("I tripped in these platforms – klutz moment! – but hey, at least I did it fabulously."). We avoid language that's overly negative about oneself or others. The Bratz voice builds confidence.

Culturally Fluent

Humorous but Heartfelt

SPEAKING BRATZ • BRAND VOICE ESSENTIALS

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