**BRATZ FRANCHISE GUIDE**

|  |
| --- |
| **CH0 CHAPTER** |
| SECTION |
| **SUBSECTION** |
| **Topic** |
| **SUBTOPIC/POP-OUT HEADER/ETC.** |

|  |
| --- |
| INTRODUCTION |
| Bratz exploded onto the scene in 2001 and instantly flipped the script on the fashion doll world. Born as a bold, diverse squad of four with a passion for fashion, the Bratz became a global pop culture phenomenon almost overnight.  Yasmin, Cloe, Sasha, and Jade weren’t your mother’s dolls — they were daring, full of personality, and culturally on-point, offering an unapologetic alternative to the norm. Embracing differences from day one and serving looks never before seen in the toy aisle, Bratz stole hearts (and market share), proving that a little attitude and a lot of style can spark a revolution.  Over 25 years later, Bratz isn’t just a line of dolls — it’s a full-on lifestyle and entertainment universe. Strutting across generations, screens, and shelves, Bratz is here to put the world on blast: be fierce, be fearless, be fashionable and there's no limit to how far you can go. |

|  |  |
| --- | --- |
| TABLE OF CONTENTS | |
| **1. THE BRATZ BRAND** | BRAND ESSENCE  CORE VALUES  BRATZ IN CULTURE  CONTENT & PRODUCT ECOSYSTEM |
| **2. THE BRATZ WORLD** | NARRATIVE PILLARS  CHARACTERS  FASHION |
| **3. SPEAKING BRATZ** | BRAND VOICE ESSENTIALS  BRAND GUARDRAILS  ICONOGRAPHY |
| **4. THE BRATZ PACK** | CONSUMER VISION  TARGET AUDIENCE  COLLABORATIONS |
| **5. RESOURCES** | KEY QUOTES  BRATZ ASSET LIBRARY  FURTHER READING & INSPIRATION  KEEPING UP WITH THE BRATZ  BRATZ BRAND CREDITS |
| **Using This Guide**  This your Bratz Bible — both inspo and instruction for all things Bratz. Whether you’re designing new products, creating content, or planning a collab, these guidelines will ensure every project stays bold, fashion-forward, and unapologetically Bratz. | |

|  |
| --- |
| **CH1 THE BRATZ BRAND [HALO + STARS]** |
| BRAND ESSENCE  CORE VALUES  BRATZ IN CULTURE  CONTENT & PRODUCT ECOSYSTEM |

|  |  |
| --- | --- |
| CH1 THE BRATZ BRAND— BRAND ESSENCE | |
| **Bratz isn’t just a toy brand, it’s a movement: when you’re true to yourself, you run the world — and you do it with style.** | 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. Strut it, babe. |

|  |  |
| --- | --- |
| CH1 THE BRATZ BRAND —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.” | **Inclusive & Diverse** Bratz is a multi-cultural mosaic and we love it that way. Diversity isn’t a buzzword; it’s in our DNA.  **WE ARE:** Inclusive, welcoming, and representative. We embrace and showcase different skin tones, cultures, perspectives, and beauty that isn’t boxed-in.  **WE ARE NOT:** Exclusive or stereotypical. We reject any notion that there’s one “right” way to look or be — no one-size-fits-all beauty standards, token characters, or tired clichés here. |
| **Empowering & Confident**  Bratz is all about building confidence — in our characters, our fans, and anyone who comes along for the ride. We use our platform to inspire and encourage.  **WE ARE:** Uplifting, bold, and positive. We champion girl power (and *people* power); we say, “You got this” — whether rocking that daring outfit or speaking up for what’s right.  **WE ARE NOT:** Demeaning, arrogant, or negative. Bratz never bullies or talks down. Snarky humor? Sure. But there’s a line between sass and disrespect and we don’t cross it. | **Playful & Passionate**  Bratz is *fun*. We take our passions seriously (but not ourselves). Even with guidelines, we keep it lively and engaging. Life’s too short for boring (and that includes clothes).  **WE ARE:** Playful, witty, and full of personality. We crack jokes, we pun, and we approach projects with a sense of adventure. This brand is bursting with youthful energy and a zest for life.  **WE ARE NOT:** Boring or bland. Dry corporate stuff? As if! If it’s dull, safe, or overly serious, it’s not Bratz. We never want to come off as stiff or soulless. |
| **“Fashion is a way to say who you are even before you speak.” – Sasha** | |

|  |
| --- |
| CH1 THE BRATZ BRAND — BRATZ IN CULTURE |
| Bratz has never existed in a vacuum; we live in culture. Over the years, the brand has developed a unique give-and-take relationship with society, art, music, and fashion. Bratz both influences pop culture and amplifies what comes out of it — with our signature sparkle and sass.  From the beginning, our dolls and characters have borrowed from real-world street style, music, and youth attitudes. We stay on the cutting edge of culture — whether it’s designing a doll with the latest hairstyle or dropping a timely pop culture reference on social media.  Bratz has also majorly influenced culture. Bratz brought diversity and edginess into a toy industry that was, frankly, starved for it. We proved kids wanted dolls with more attitude, realness, and an inclusive take on beauty. And you can bet your freshly rouged cheeks the industry took notice.  That’s the magic of Bratz: to make sure the brand stays relevant, we mirror and mold culture, always evolving with our audience. It’s not just about the money, honey; it’s about leading the conversation. |

|  |  |
| --- | --- |
| CH1 THE BRATZ BRAND — BRATZ IN CULTURE | |
| **THE BRATZ EFFECT** | |
| Bratz are built differently —fact. Living boldly beyond convention, Bratz has inspired generations of fans to step into the spotlight, celebrate their identities, and engage in unabashed creative expression. Here are just a few examples of how Bratz has lit that spark for millions. | |
| **Beauty for All**  From day one, our Girlz hailed from different ethnic backgrounds — challenging European beauty standards (real tea). Today, we see this legacy in how representation in toys and media has improved. Everyone can find themselves in Bratz. | **She’s Got the Look**  With thousands of fits and a multi-decade catalog, the Bratz “look” is iconic and undeniable. Even now, top designers and celebs reference Bratz in their style (“That outfit is 'so Bratz’!) while trends like TikTok’s #BratzChallenge ignite massive participation. |
| **Coming Up and Coming Out**  Claiming their power, living on the edge, and owning their look, the dolls helped many young people — including plenty members of the LGBTQ+ community — discover themselves and their passions. In 2020, Bratz even released the toy industry’s first openly lesbian couple, Roxxi and Nevra, and girl, are we proud of it.  [Pop-Out]  **DRAG INSPO**  Twin drag queen sensations, Sugar and Spice, took their names from the nicknames of Bratz characters Phoebe and Roxxi, the first twins in the franchise. | **Muses for the Masses**  Fans who grew up with Bratz have become makeup artists, fashionistas, and influencers themselves. Countless artists have said that Bratz showed them what it meant to be fierce and authentic. Now, they bring that bold energy and inclusive message of self-love into the real world. Y2K? Y2YAY! |
| [Pop-Out]  **THE NAME**  *“Bratz”* raised some eyebrows back in the day — and that’s exactly why it works. It’s a little provocative, a little playful, and totally memorable. The name Bratz encapsulates our youthful, rebellious spirit.  Decades later, the name still sparks recognition and attitude. Being a “brat” means being fiercely independent, outgoing, and confident in who you are. The name is our flag, and we wave it proudly. | |

|  |
| --- |
| CH1 THE BRATZ BRAND — CONTENT & PRODUCT ECOSYSTEM |
| As a lifestyle and entertainment universe, Bratz spans toys, media, fashion, beauty, digital culture, and more — all interconnected to tell the Bratz story and immerse fans at every touchpoint. |
| **Fashion Dolls & Merchandise**  It all began with the dolls — iconic, collectible, and always setting the style agenda. Each drop is an event from OG lines to themed releases (Beach Party, Rock Angelz, Midnight Dance). We’ve launched spin-offs (Bratz Boyz, Kidz, Babyz), limited editions, and collector collabs. While the dolls remain the iconic heart of Bratz, the aesthetic extends into apparel, accessories, makeup, and even interior design.  If it’s fun, fashionable, and a bit flashy, we’ve probably branded it. Bratz products are statements — if you know, *you know*.  **Digital Content & Social Media**  In a saturated cybersphere, Bratz shines bright. We have a massive following on digital platforms where we post everything from dolled-up re-creations of viral moments to nostalgic throwbacks. We produce web series (*Talkin’ Bratz*, *Alwayz Bratz*) and engage in playful banter in the comments. Our social content strategy is highly reactive — if something is trending, we Bratz-ify it (putting our dolls in Met Gala fits, meme-ing hit TV shows with our characters).  Digital content keeps older fans engaged and attracts new fans by keeping Bratz in the cultural convo.  **Movies & TV**  It didn’t take long for Bratz to make the leap from toy shelves to screens. Our content catalog includes animated movies (a dozen including classics like *Bratz: Rock Angelz* and *Bratz: Genie Magic*), a CGI TV series, a design competition show, and a live action feature film.  All of these have expanded the Bratz lore and established catchphrases, songs, and story arcs that deepen fans’ connection to the characters. Even today, those DVDs and streams keep the fandom alive (and provide endless meme material).  **Music**  Yes, the Bratz Girlz can sing! They have *albums* (nine, in fact) and they’ve collaborated with names like the “Queen of K-Pop" BoA, the Backstreet Boys’ Howie D., Japanese rapper Verbal, and Christina Milian. Their 2025 single, “Think About It” is an empowering pop R&B throwback (the music video even pays homage to NSYNC’s visuals for their 2000 album, *No Strings Attached*).  Music is a big part of our identity (Sasha’s the DJ, remember); it’s another way we connect with fans. Who doesn’t love a good girl power anthem?!  **Gaming & Interactive**  With Bratz games and interactive content, fans can actively play and engage with the Girlz in the Bratz world. From the video games of the early 2000s (remember cartridges?) to modern console gaming (2025’s cross-platform *Bratz: Rhythm & Style*), we not only let players live the Bratz fantasy (they sing, shop, design, travel, walk the runway), we encourage them toward radical self-expression.  Through our interactive web series, mobile app content, and more recently AR filters, fans don’t just watch or wear Bratz, they *are* Bratz. |

|  |
| --- |
| **CH2 THE BRATZ WORLD [STAR]** |
| NARRATIVE PILLARS  CHARACTERS  FASHION |

|  |  |
| --- | --- |
| CH2 THE BRATZ WORLD — NARRATIVE PILLARS | |
| If our Core Values are who we are, then Narrative Pillars are how those values show up in our stories.  For every digital video, interactive game, and narratively driven campaign, these pillars keep our storytelling on-brand and resonant. They define our world.   * PASSION FOR FASHION * UNAPOLOGETIC SELF-EXPRESSION * INCLUSIVITY & DIVERSITY * FRIENDSHIP & SISTERHOOD | **Passion for Fashion**  Style isn’t an afterthought — it’s a driving story force. We emphasize fashion as a form of self-expression and our characters and should always reflect that.  **Unapologetic Self-Expression**  We stand for authenticity and creativity: express yourself loudly and proudly. Quirks, flaws, and all — we own who we are. Our stories show that when you let your true colors shine, you sparkle the brightest.  **Inclusivity & Diversity**  We have always been about representation, believingthat every ethnicity, culture, and identity deserve to see themselves represented in style. Our story world is a welcoming rainbow where everyone belongs.  **Friendship & Sisterhood**  At our heart is ride-or-die friendship. We amplify teamwork, loyalty, and the power of friendship — community over competition. Any adventure — whether starting a fashion magazine or a music tour — succeeds because the squad sticks together. Alone you can shine, but together we slay. |

|  |  |
| --- | --- |
| CH2 THE BRATZ WORLD — CHARACTERS | |
| The Bratz wouldn’t be Bratz without our iconic core characters — four friends as different as can be yet tighter than low-rise jeans on laundry day. Yasmin, Cloe, Sasha, and Jade are the heart and soul of the brand; knowing them inside-out is crucial for anyone working with Bratz.    [Pop-Out]  **DISTINCT IDENTITIES**  The Girlz all share the Bratz spirit — but they each have a distinct voice and vibe. Individual character dialogue and designs should be instantly recognizable and distinguishable. | [image page that lists all the Girlz at once?]  THE GIRLZ  Yasmin – “Pretty Princess”  Cloe – “Angel”  Sasha – “Bunny Boo”  Jade – “Kool Kat” |

|  |  |
| --- | --- |
| CHARACTERS | |
| **YASMIN — “Pretty Princess”** | |
| Yasmin is the soulful bohemian of the Bratz Pack, often seen as the heart of the group. Nicknamed “Pretty Princess,” she exudes an easy, natural confidence.  Yasmin is a warm, empathetic spirit. Often the voice of reason and kindness among the Bratz, she’s known for her love of nature and humanitarian streak. Think of her as equal parts earthy and glamourous — she might be meditating with crystals one minute and interviewing a celebrity for the Bratz magazine the next.  Yasmin is creative (she journals and writes songs/poetry), and her friends come to her when they need advice or a pep talk. She’s got a **chill vibe** but don’t mistake that for weakness — when it’s time to stand up for what’s right, Yasmin is quietly fierce.  Always levelheaded and prepared, she’s the girl with the plan (and a backup plan, and a backup to the backup).  **Personality Snapshot**  Empathetic, thoughtful, a bit dreamy yet surprisingly bold when needed. She’s no pushover — her strength is just softer around the edges.  **Yasmin’s Vibe**  *“Be kind, be true, be you…and never forget to accessorize.”* | **Style**  Yasmin’s fashion sense is boho-chic meets funky vintage. She adores floral prints, flowy fabrics, and a touch of animal print for drama. You’ll catch her in earth tones mixed with pops of bold color. Platforms or wedges win over stilettos (gotta stay grounded!) and she’s often rocking accessories like a flower in her hair, a wide belt, or globally-inspired jewelry.  **Makeup**  Her makeup is a bit softer compared to her girls — warm tones, shimmery eyes. Overall, her look says, “festival queen” meets “urban gypsy.”  **Likes**   * Music (especially world music and   anything she can dance or groove to)   * Creative Writing   Journalism (she’s the one spearheading the school newspaper or Bratz magazine with her articles)   * Animals (she has a pet – a cute lil’ turtle in some stories) * Trying new coffee shop concoctions with friends * Thrift shopping is her jam — Yasmin loves finding unique pieces to spice up her wardrobe. |

|  |  |
| --- | --- |
| CHARACTERS | |
| **CLOE — “Angel”** | |
| Cloe is the spunky, sparkly, all-American girl of the group. She’s affectionately called “Angel” because she has heavenly style and a big heart.  With her head often in the clouds, Cloe is the angelic face with a devilish fun side who is all about big dreams and big drama. She’s enthusiastic, outgoing, and sometimes a total goof (in the best way). Emotion is Cloe’s middle name — she feels everything deeply and isn’t afraid to show it. One minute she’s over the moon, the next she’s dramatically pouting because, like, her outfit didn’t slay as hard as she thought. (Melodrama, thy name is Cloe.)  Cloe's optimism and energy are infectious. She’ll often give advice (à la her “Dear Cloe” column in the magazine) but might not take her own advice. And while she’s a little clumsy and occasionally spacey, Cloe’s smart, not ditzy. Sometimes she just needs her friends to bring her back down to earth!  Despite getting a little anxious in the spotlight, Cloe enjoys acting — she's already a drama queen 24/7! She’s basically the **human equivalent of glitter** — bright, fun, occasionally messy, but always bringing the sparkle.  **Personality Snapshot**  Energetic, fearless, a touch dramatic but endlessly devoted. Life to her is meant to be *full* of *feeling*.  **Cloe’s Vibe**  "If you’re not living on the edge, you’re taking up too much space — now pass the glitter!” | **Style**  Cloe’s fashion passion is *glam with an edge*. She loves sparkly fabrics and exotic animal prints. Think sequins, faux fur trim denim, leopard cow or zebra patterns, and anything that shines. She isn’t afraid of a bold ensemble — mixing a sporty denim jacket with a frilly skirt and cowboy boots.  Her outfit color palette is often icy blues, hot pinks, and animal print neutrals. She often adds a hint of athletic vibe (she might throw on a baseball cap or a jersey-inspired top) because she’s pretty sporty too — did we mention she can rock a skateboard or soccer ball? Yeah, Angel’s got skills.  **Makeup**  Cloe goes for cool tones (she famously has blue eyes, which she accentuates) and loves a glossy lip.  **Likes**   * Sports and a little bit of adrenaline (you’ll catch Cloe suggesting the group try skateboarding or roller-skating in the park) * Photo shoots (she loves snapping pics and being in them – she’s into photography as an art too) * Romantic comedies (she’s a secret softie for a good love story) * Cloe will find any excuse to add to her closet (she LOVES to shop!). |

|  |  |
| --- | --- |
| CHARACTERS | |
| **SASHA — “Bunny Boo”** | |
| Sasha is the fierce firecracker of the Bratz. Don’t be fooled by her cute “Bunny Boo” nickname — she is all about big ambition and bigger talent.  Confident, outspoken, and driven — that’s Sasha. She just goes for it and figures out the details later, which can sometimes get her in trouble! She’s got a cuddly side that she shows to close friends (a source for her fluffy nickname), but Sasha is 100% a boss. Like actually. Sasha is a natural leader. If the Bratz are working on a project, Sasha’s often steering the ship (and making sure everyone’s on task, because she’s low-key the perfectionist of the bunch). Her friends lovingly tease her for being a bit bossy at times, but they all know Sasha’s the one who’ll go to war for them without question.  Often portrayed as the music maven of the group, Sasha loves performing. Whether DJing or dancing, she’s got rhythm for days. Sasha also knows how to use her voice. She speaks her mind — if something’s not right, you’ll hear about it from her. Her style of direct, take-charge action is fueled by how *deeply caring* she is. She shows her heart in her own way (like fiercely defending her friends or pushing them to do their best).  **Personality Snapshot**  Bold, ambitious, a tad headstrong but incredibly loyal. She’s the hype-woman and the drill sergeant rolled into one, with a heart of gold underneath.  **Sasha’s Vibe**  “Step up, stand tall, and make it loud — or step aside, ’cause Bunny Boo’s coming through.” (Mic drop, optional.) | **Style**  Sasha’s style has two sides: urban sporty and super glam totally chic. She has a flair for streetwear: think camo pants paired with a sparkly crop top or a sleek tracksuit accessorized with blinged-out hoop earrings. She’s often in cool sneakers or chunky boots that she can dance in.  Sasha isn’t afraid of color — she rocks bold oranges, reds, greens, but she often ties her look together with sharp black accents, denim, and gold. She’ll mix a slouchy oversized jacket with a bodycon dress, effortlessly blending comfort and glam. Hair-wise, she experiments with braids, high ponytails, or a fro — always laid and slayed.  **Makeup**  Sasha’s makeup usually features fierce colors and bold lashes, complementing her confident vibe.  **Likes**   * Music is Sasha’s first love – she’s always curating playlists or learning the latest dance. (She’s the one turning the volume up whenever a jam comes on).Pop culture * Celeb gossip (somehow she knows everything about everyone) * Being a trend hawk; she’s up on the newest artists, the hottest brands, the latest slang. * Organizing events (if the Bratz throw a party or talent show, Sasha’s the de facto stage manager). |

|  |  |
| --- | --- |
| CHARACTERS | |
| **JADE —“KOOL KAT”** | |
| Jade is the cutting-edge cool girl of the group. Her nickname “Kool Kat” says it all — she’s creative, bold, and has a bit of a wild side.  Jade marches to the beat of her own drum machine. She’s the experimental one — whether it’s fashion, science, or a funky new hobby, Jade is always exploring. Often depicted as the trendsetter, she’s basically a walking lookbook of next season’s styles *today*.  Fashionista Jade is upbeat and quirky; she’s known to be a bit offbeat in the best way. She might show up with a daring new haircut out of nowhere or concoct a bizarre (but awesome) idea for a photoshoot. Jade is fearless in expressing herself and encourages others to do the same. She’s also tech-savvy and smart — into things like coding or tinkering (yes, she can fix your computer *and* redesign your wardrobe).  Of all the Bratz, Jade is most comfortable with change; she loves evolving and reinventing herself. But a constant is her commitment to her friends and her creative passion.  **Personality Snapshot**  Boldly creative, quirky, and always churning with ideas. She’s the least conventional of the group and proud of it.  **Jade’s Vibe**  “Boring clothes make for a boring life — and I’m not wasting time on that!” | **Style**  In one word: extreme. Jade is a fashion daredevil — she’ll try the wildest looks and somehow make them work. Her look mixes punk, goth, and couture in a blender and tops it with a dash of kawaii. She might pair a tartan punk skirt with a neon crop top and platform boots, then add a necktie belt just because. Layers, textures, and experimental silhouettes are her jam. One day she’s in a sleek vinyl jacket, the next she’s wearing a frilly Lolita-inspired dress over fishnet stockings.  Her signature colors often include red, mustard, gunmetal, olive, bold blacks and whites with animal print and a touch of pink for a bit of irony. And accessories? She invents new ones. She might DIY a purse or customize her jacket with pins and patches.  **Makeup**  Jade’s known to rock edgy makeup: maybe a bold colored streak in her hair (she isn’t afraid to dye it funky colors), dramatic cat eyeliner, or experimental eyeshadow.  **Likes**   * Fashion design (she’s always sketching ideas or sewing up new outfits) * Science & tech (fans know Jade has a secret nerdy side; she loves science class and might be found geeking out over a chemistry set or new gadget) * Adrenaline hits (she’s down to try things like amusement park rides, skydiving, etc. – she’s adventurous!). * Being lifestyle editor for the magazine, running the “couture and culture” segment for all things trendy. |

|  |  |
| --- | --- |
| CH2 THE BRATZ WORLD — 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 * TRENDS SET, NOT FOLLOWED * 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 andelevating 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.  **Trends Set, Not Followed**  We’re early on trends (e.g., Bratz had streetwear-inspired looks before “athleisure” was even a word) or creating trends ourselves. Example? Our early 2000s oversized belts, wild chunky highlights, and platform shoes seemed extreme until a few years later when everyone was rocking that look. If mini bags are in, we make them micro mini. If neon is in, we do graffiti-covered neon. Always amp it up a notch.  **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. While their individual aesthetics stand on their own, they always look like 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*. |

|  |  |
| --- | --- |
| 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. Bratz fashion thrives on that exchange of ideas: from the world to Bratz and back to the world. Fashion is our art form and our playground; every Bratz doll is a mini canvas to reflect that.  While our mantra is often “more is more,” we also know that restraint can be powerful. A well-placed detail, a refined silhouette, or a quiet contrast can hit just as hard. Whether it’s loud or lowkey, the look should always feel intentional, expressive, and unmistakably Bratz.  [Pop-Out]  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. | **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. * ***Are these looks amplifying one another, not competing?*** The Girlz’ styles should contrast — not clash. * ***Do they like four girls who got ready in the same world, but styled themselves completely differently?*** That balance is core to Bratz: unity through individuality. |

**SAVING BRATZ FASHION THROUGH THE YEARS FOR FUTURE DELIVERABLE**

|  |
| --- |
| FASHION |
| **BRATZ FASHION THROUGH THE YEARS** |
| Over two decades, Bratz has delivered some legendary looks. Our style has evolved with the times yet remains unmistakably Bratz. Here’s a quick catwalk down memory lane, spotlighting how Bratz fashion has changed and the iconic moments that define our style evolution. |
| **2001 — The Originals**  When Yasmin, Cloe, Jade, and Sasha first hit shelves in 2001, they made a statement: *move over, boring fashion*. The early Bratz look was all about Y2K urban glamour.  We’re talking flared denim, chunky floral brown platforms boots, baby tees, and silver heels. The makeup was bold — shimmery eyeshadow up to the brows, and yes, those iconic glossy pouty lips. Accessories like bandanas, beanies, and mini backpacks completed the vibe.  This era introduced the world to distressed denim, unexpected pairings, and confident edge. It was fresh, fearless, and it cemented Bratz as the fashion-forward dolls. (*Barbie who?)* |
| **Mid 2000s** **— Rock Angelz Era & Experimental Phases**  Fast forward a few years to one of our most famous lines and movies: Rock Angelz, the era that took Bratz into rockstar territory.  We saw the girls donning punk-rock glam outfits: lots of leather jackets, studded belts, Think Jade with blonde streaks in her hair, a band tee, vinyl mini skirt and strappy ankle boots; or Roxxi (lead singer) in a snakeskin pageboy cap and alligator skin boots.  This mid-2000s phase embraced a bit of grunge and rebel chic. It’s when the Bratz really said, “We can be edgy *and* still incredibly stylish.” The Rock Angelz aesthetic remains a fan favorite and is often referenced whenever the Bratz do anything music-related.  Along with Rock Angelz, Bratz played with various themes — from *Genie Magic* (boho-meets-Middle Eastern fantasy looks) to *Fashion Pixiez* (ethereal fairy-inspired outfits) to *Tokyo A-Go-Go* (bright Harajuku street fashion). Iconic thing around this time? Layering. Bratz dolls came with layered tops, skirts over pants, leg warmers — it was a maximalist dream. Colors got bolder and shapes got wilder. |
| **2010s – The Reboots**  Bratz took a brief hiatus then came back in the 2010s with a revised look for a new generation.  The styles here tried to modernize: slightly toned-down makeup and more contemporary fast-fashion inspired outfits. We saw pieces like peplum tops, skinny jeans, and ankle boots. Ultimately, the dolls were not especially well received and led to another hiatus.  In 2015, a mom-friendly reboot attempt was made with a new body sculpt, simple makeup, and younger-feeling fashions/designs. A new core character – Raya — was introduced with a quirky style. However, fans missed the *over-the-top* flair and by late 2010s, we shifted to re-embracing the classic Bratz vibe once again. |
| **Early 2020s – Nostalgia Chic & Collabs**  With Bratz’ official return for its 20th birthday, we honored our early-2000s heritage (which, lucky us, was —and is — very “in” again thanks to the Y2K revival). We also incorporated newer trends.  Several collaborations with contemporary fashion brands and designers premiered, resulting in some collector dolls wearing couture. The line brought an explosion in lifestyle products featuring nostalgic artwork plus re-releases of favorite historic Bratz lines. Fans were relieved to see the Bratz they once knew and loved. |
| **2025 and Beyond — Newstalgia**  Now that Bratz has reestablished who we are and what we stand for, we have the freedom to continue to experiment and grow. While the brand still honors its past, it’s less reliant on nostalgic assets and products and more focused on adding to its story and focusing on newness — “newstalgia”. We’re also more tapped into pop culture than ever before, working that into our collaborative collector dolls and moments.  For example, a 2021 collab might put the Bratz in modern high-end streetwear (imagine Sasha in Off-White-style athleisure or Cloe in a glittery high-fashion gown from a trendy label). Our social media showcases custom one-off looks that blend Bratz nostalgia (butterfly clips, anyone?) with 2025 chic. It’s not unusual now to see, say, Jade in an Instagram post wearing neon platform Crocs with charms (very now) paired with her vintage 2002 “Kool Kat” top — we mix eras shamelessly and it works.  This fluidity keeps the Bratz world dynamic and fashion-forward. This gives creators room to play and ensures Bratz always feels fresh, current, and fashion-fearless. |
| **Iconic Elements Through Years**  No matter the era, some visual elements remain signature Bratz: the big sparkling eyes with long lashes, the fabulous flowing hair (often accented with streaks or stylish updos), the pouty lips, and the attitude in the pose. Accessories like oversized sunglasses, faux fur anything, and blingy jewelry are recurrent. And of course, shoes — Bratz shoes are always statement pieces (be it knee-high boots or funky wedges). Our packaging too has often featured, holographic shines, and bold fonts — making even the box part of the fashion statement. |
| The takeaway? Bratz fashion history has been a **rollercoaster of style**, always climbing to new heights of cool. When drawing from our past, feel free to remix these iconic looks. Vintage Bratz is now a trend in itself. So, go ahead and pair a 2003 camo miniskirt with a 2025 crop puffer — that’s the Bratz way. Every era of Bratz offers a trove of inspiration, even utilizing the less popular eras (2010-2016) as opportunities to poke fun at ourselves for missteps. They all tell the same story at their core: **Be fearless. Be fabulous.** And that is timeless. |

|  |
| --- |
| **CH3 SPEAKING BRATZ [LIPS]** |
| BRAND VOICE ESSENTIALS  BRAND GUARDRAILS  ICONOGRAPHY |

|  |  |
| --- | --- |
| CH3 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*.  Our Bratz Voice Is:   * Sassy & Playful * Empowering & Positive * Unfiltered & Real * Culturally Fluent * Humorous but Heartfelt   [Pop-Out]  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 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.  And we don’t simply borrow slang — we make our own. Bratz has always had its own dictionary. It’s part of what makes us feel larger-than-life and it’s a loveable piece of Bratz DNA that still quote.  **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.  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”). The Bratz voice builds confidence. |
| **Unfiltered & Real**  Bratz doesn’t use corporate jargon or feel scripted. We write the way our fans talk to each other — casually, expressively, and a little chaotically in the best way. That means we sometimes start sentences with “And” or “So,” we ask rhetorical questions (“Guess what happened at the show last night?!”), and we play with ALL CAPS or elongated vowels for drama (“That outfit is cuuuuute!”).  And we name real things — because we *live* in that world. But we don’t try so hard to seem relatable that it gets cringey. Sure, we’ll drop a “slay,” “fab,” or “Yas queen!” now and then — but only if it feels authentic. Bratz speak Bratz — and that’s already its own dialect 💪.  **Culturally Fluent**  Bratz stays in the conversation — but we don’t shout to be heard. Our voice is tapped into what’s trending in fashion, music, internet culture, and design, but we use that fluency with intention and restraint.  We’ll reference a meme or a trending topic — but only when it feels true to the brand. We’re never trying to go viral. We just live in the moment — and sometimes, the moment follows us.  When it comes to deeper themes — like inclusivity, identity, or empowerment — we don’t preach. We show it. Through our casting, our design choices, our storylines, and the way we move in the world, our fans know where we stand. It’s baked into everything we do — no underlining needed.  **Humorous but Heartfelt**  Bratz uses humor as a glue, but we also aren’t afraid to be sincere. We crack jokes in one sentence and then drop a genuine sentiment in the next. We balance the snark and sparkles with messages about friendship, loyalty, and self-confidence.  Our voice never veers toward cynical or cold; we’re always *warm* at the end of the day. That means no snarky takedowns or edgy-for-the-sake-of-it moments. Most importantly: we never punch down. We tease situations, not people. Our humor is cheeky, not catty and our heart eye emojis ring true 😍. | **VOICE IN PRACTICE**  Here’s some practical tips on how to apply the Brand Voice Essentials to make sure we’re always Speaking Bratz.   1. **When writing copy or dialogue, read it out loud and ask, *“Does this sound like a fun friend talking?”*** It should never sound like a press release or a stuffy ad. If you find yourself using phrases like “thus,” “endeavor,” or “market-leading” – STOP. Replace with simpler, punchier words. 2. **Use exclamation points and question marks freely** (we’re excited and curious, it’s okay!). But we do avoid overdoing ellipses or anything that makes it sound unsure or dragging. Bratz are confident, not hesitant… (see what we did there? That ellipsis felt unsure, not our style). 3. **Contractions and slang are your friends**. We say “we’re” not “we are,” “don’t” not “do not.” We’ll say “gonna” or “kinda” in very casual contexts because that’s realistic youthful voice. Just be mindful of not appropriating slang from cultures in a cringe way — if it’s mainstream youth lingo, cool; if it’s super niche or could come off inauthentic, skip it. 4. **Bratz also break the fourth wall** sometimes, especially in media: talking directly to the audience or acknowledging something like, “(If this were a movie, cue the makeover montage ✨).” That can translate to our brand communications too – a cheeky aside in parentheses or an emoji wink can mimic that. 5. (**Parenthetical statements** are great ways to add commentary, emphasis, or examples.) (Right?) |

|  |  |
| --- | --- |
| CH3 SPEAKING BRATZ — BRAND GUARDRAILS | |
| Even a free-spirited brand like Bratz has its boundaries. We can be wild, but we’re not careless. Brand Guardrails are direct applications of our Core Values, Narrative Pillars, and our Brand Voice (obvs).  No matter who’s handling the brand — be it a filmmaker, a toy designer, or a social media manager — these Brand Guardrails help us maintain that Bratz magic.  **Keep It PG-13 Fabulous**  **Embrace Sisterhood Over Drama**  **Stay True to Character**  **Just Say No to Bland Branding**  **Light Up the Screen**  **Uphold an Ethical Stance** | **Keep It PG-13 Fabulous**  Bratz might be grown up in some ways, but it’s still youth entertainment. Without becoming preachy or sanitized, we keep the Bratz world exciting, aspirational, and PG-13.  We can flirt with more mature references on social (our older fans appreciate a clever nod), but we never cross the line into inappropriate. This means:   * No explicit language (we use fun substitutes like “OMG” or “heck” at most). * No overt sexual content (flirty is fine; raunchy is not). * No glorifying drugs or alcohol. Party settings and aesthetics may be present, but the girls don’t drink — they stay elevated and in control.   **Embrace Sisterhood Over Drama**  Conflict? Sure. Mean girls, bullies, and villains? Got 'em (looking at you, Burdine Maxwell and the Tweevils). But the Bratz don’t tear each other down.  Our core four might bicker (like real friends do), but it’s light and resolved quickly. We avoid toxic stereotypes like girl-on-girl hate — Bratz is about lifting each other up, not cruelty or catfights. The message “friends are like sisters” must hold.   * Competition (like a talent show episode) is fine, but it stays friendly and fair — the Girlz don't sabotage * When depicting other female characters, even rivals are usually redeemed or shown as multi-dimensional.   **Stay True to Character**  Each Bratz girl (and boy) has a well-defined personality. Character growth is great. Could Cloe learn to be more responsible over a storyline? You bet — but it has to feel organic and earned.   * No deviating from established character traits for plot convenience or trend. For example, Sasha wouldn’t suddenly become timid and shy in a story.   [Pop-Out]  **GENERAL CONTINUITY**  In our transmedia storytelling, we aim for continuity. So, if in the TV show Yasmin’s house is in Stilesville, a film shouldn’t randomly set her in NYC with no explanation.  We owe it to fans not to cause whiplash. Sometimes reboots happen, but even then, we nod to past continuity (we love an Easter egg). |
| **Just Say No to Bland Branding**  Bratz should never come off as generic or copycat. If a marketing idea or product feels like it could be any other brand, then it’s just not Bratz!  A plain pink T with “Bratz” in a basic font — snooze. An ad campaign that reads “be yourself” with a smiling kid — yeah, no. Ask: “How do we Bratz-ify this?” On-brand means over-the-top (in a good way).   * Don’t tone us down to the point we lose our identity. If some exec ever says, “Can we make Bratz more classy and simple?” we push back. Classy we can do (fashion can be high-end) but never dull or stripped of personality.   **Light Up the Screen**  Any Bratz film or series should abide by all the above guardrails and also keep a balance of entertainment vs. message.  We want fun adventures with heart. A 10-year-old and a 25-year-old should be able to enjoy Bratz side by side. One enjoys the fashion and friendship; the other catches the cheeky references and nostalgia feels. No scripts with heavy make-outs or super dark conflicts, please.   * Don’t age characters up too much or add content just to chase an older audience. * Include older fans via humor and references but keep content appropriate for younger viewers. | **Uphold an Ethical Stance**  As a brand, we champion things like female empowerment, diversity, social justice, creative expression. We color outside the lines in style, but not when it comes to our values.  Any partnership or content that clashes with our Core Values isn’t gonna fly. (e.g. partnering with a makeup brand that’s not skin tone inclusive or featuring a song that has explicit and derogatory lyrics).  We guard this reputation proudly. That means if a scene or product makes even one of us go “Hmm, is that sending the wrong message?” — we re-evaluate. |

|  |  |
| --- | --- |
| CH3 SPEAKING BRATZ — ICONOGRAPHY | |
| Bratz iconography is our visual vocabulary — it’s loud, it’s proud, and it’s got just the right amount of sparkle. ✨ These primary logos and symbols help us *speak Bratz* in any design.    KEY ICONOGRAPHY   * THE BRATZ LOGO * TAGLINE & PHRASES * THE LIPS * CHARACTERS AS ICONS * PATTERNS & GRAPHICS * COLOR & FINISH ELEMENTS | **The Bratz Logo**  Our logo is our flag on the moon — plant it wherever possible. The classic Bratz logo is a stylized wordmark of “Bratz” in playful, exaggerated letters topped by a halo.  The **B** is typically bigger and has a star motif (in some versions a star replaces the cross in the letter A). The halo that hangs over the **R** should always be present — Bratz sass comes from the heart (halo exception: small logos where the halo loses definition can remove it for visual clarity).  The logo evokes fun and attitude — note the sparkles and stars that sometimes accompany it, giving it a bit of a magical feel.  **VARIATION**  The logo is often rendered in purple, with a chunky, graffiti-cum-bubble letter vibe, but we often experiment with different treatments.  There’s one with the tagline *“The Girls with a Passion 4 Fashion!”* beneath it and some simplified monochrome versions for different uses. Use the logo proudly and prominently on packaging, videos, and all official material.  **DON’T** rotate it, recolor it randomly, or otherwise mess with it — consistency here helps brand recognition.  **Tagline & Phrases**  **“Passion for Fashion”** is a core slogan and core to being Bratz. We drop it into graphics and copy whenever appropriate.  Also, phrases like “Bratz Pack” (referring to our squad/fans) and any of the girls’ nicknames (“Kool Kat”, “Bunny Boo”, etc.) are part of our iconography in a textual sense. They can be stylized in funky fonts as graphical elements. For example, a poster might say “Bratz Pack Forever” in a cool lettering style as a design element — totally on brand.  **The Lips**  If there’s an image almost as iconic as our logo, it’s the Bratz lips. Big, plump, glossy lips have become a symbol for us (thanks to our dolls’ facial features).  We often use a graphic of shiny lips (usually in a pink or red with a white sparkle) as a standalone icon. You’ll see it on older packaging as a pattern or on our website as a bullet point graphic. It represents the bold beauty vibe of Bratz, so feel free to use the lips motif – e.g., a step-and-repeat pattern of lips for a backdrop or a kiss-mark accent on a poster corner.  **DON’T** overdo lips icons to the point of parody; we like them as a *wink*, not an over-saturation. |
| **Characters As Icons**  The Girlz themselves function as iconography. Silhouettes or stylized illustrations of the four friends are great brand elements. For instance, a vector silhouette of Yasmin’s ponytail or Jade’s bold pose can be a subtle icon in graphics.  Each girl also has personal motifs: Cloe sometimes is represented with an angel halo or wings (Angel, duh), Jade with a cat or cat ears (Kool Kat, meow), Sasha with a bunny icon or music note (Bunny Boo and her music love), Yasmin with a crown (Pretty Princess) or maybe a flower (for her earthy side). These small symbols are awesome for adding character-specific flavor. Example: a Sasha section in a guide might use a tiny bunny icon next to a heading. It’s a subtle detail that fans in-the-know will appreciate.  **Patterns & Graphics**  Bratz has a library of graphic flourishes. Some favorites: animal prints (leopard, zebra) — we often use them as backgrounds or frames and they tie back to the fashion theme.  Stars and sparkles are frequent — those little four-point stars glinting around text or images for that glam feel.  Graffiti-style scribbles or splatters — reminiscent of street art — show up too, especially in edgier contexts (like a Bratz Boyz graphic might have some spray paint effect).  Hearts, butterflies, and music notes pop up when it fits (e.g., hearts for friendship themes, music notes around Sasha or musical content, butterflies often around the *Fashion Pixiez* or anything whimsical). | **Color & Finish Elements**  Bratz iconography typically involves bold color usage — hot pinks, purples, blacks, and metallics.  We love a good gradient or glitter fill in our icons (the logo has seen glitter variants). Holographic or iridescent effects are also part of our visual lexicon — many products had holo-foil packaging — so in digital design, a little sheen or sparkle effect on an icon can give it that Bratz touch.  Just imagine how a sticker of our logo would look – likely shiny and prismatic — and you get the idea.  ICONOGRAPHY TIPS   * **Balance is key**; Bratz is maximalist, but good design sense still applies — don’t throw *all* the icons at once in the same space in a way that’s cluttered beyond comprehension. Choose the ones that support the message (e.g., if it’s about fashion, maybe some leopard print and a logo; if it’s about friendship, maybe hearts and a tagline). * **Only use high-res icons**. Always ensure any visual element (especially the logo) is high-res and treated well — pixelated Bratz logo is a no-go. |

|  |
| --- |
| **CH4 THE BRATZ PACK [HEART]** |
| CONSUMER VISION  TARGET AUDIENCE  COLLABORATIONS |

|  |
| --- |
| CH4 THE BRATZ PACK— CONSUMER VISION |
| We envision a world where Bratz is a catalyst to everyone feeling seen, confident, and inspired to express themselves.  As we continue to evolve the lifestyle franchise that is Bratz, our fans (the Bratz Pack) remain at the center of all that we do. We live for the jolt of joy and self-assurance one gets picking up a Bratz doll, watching a Bratz clip, or rocking a Bratz T-shirt.  We see Bratz as a long-term icon of youth culture — one that adapts with the times but stays true to its uniquely bold and playful power. |

|  |  |
| --- | --- |
| CH4 THE BRATZ PACK— TARGET AUDIENCE | |
| **THE BRATZ PACK** | |
| Meet our audience — our everything. Whether they grew up with Bratz or just discovered the vibe, they recognize a brand that gets them — and gives them space to be bold. Here’s what they tend to have in common: | |
| **They're Creative & Expressive**  Whether it’s through fashion, art, dance, or memes, Bratz Pack members are out here showing the world who they are. They aren’t afraid to mix textures, remix high and low culture, or drop a fit check for no reason other than joy. | **They're Diverse & Inclusive by Nature**  These are the kids (and grown-ups) who love Bratz because it feels like a friend group they’d actually belong to, one where each individual has a unique story to tell. They see beauty in differences, challenge norms, and welcome everyone to the party. |
| **They’re Story-Driven, Community-Minded**  The Bratz Pack isn’t just a fandom — it’s a feeling. These fans form online squads, support each other’s fits, trade doll mods, share throwbacks, and stay loyal. They love the sense of belonging and the stories that connect them. | **They’re Sassy, Witty, and a Little Bit Extra**  A Bratz fan — whether they’re 7 or 37 — has edge. Boldness doesn’t scandalize them — they live for it. They don’t just understand irony, they serve it. They say “slay” unironically and probably coined three new slang terms this week. |
| **They're Trend-Aware & Culturally Tuned In**  The Bratz Pack doesn’t follow trends — they transform them. They’re in the know (hello TikTok and Insta), they clock the subtle nod in a look, the Easter egg in a caption, the reference in a beat drop. And they have a super sense for inauthenticity. | **They’re Booked, Busy, and Buzzing**  Bratz Pack members are always on the move, so if something is going to get their attention, it’s gotta be anything but boring. They want to be inspired, entertained, and included. Their vibrant imaginations and fiery sense of humor need fuel to flame. |

|  |  |
| --- | --- |
| TARGET AUDIENCE | |
| **KEY DEMOGRAPHICS** | |
| Because of the brand’s unique cross-generational appeal, we consider two key demographic groups within our audience: | |
| **Primary Audience:** Gen Z & Young Millennials  **Age:** ~16–37 years old | |
| * Predominantly female — though we treasure our boys and non-binary baes too * Deeply nostalgic for all things early 2000s * Appreciate the irony and camp of Bratz | That’s right — our primary audience are the young adults who grew up with Bratz and kept that passion for fashion alive. These are the culturally savvy college students and young professionals who proudly display a Bratz doll on their shelf, share Bratz memes, attend Bratz-themed club nights, rock the apparel, and slay the #BratzChallenge.  They essentially form the Bratz online fandom and give the brand a lot of buzz. We cherish them because they give Bratz credibility and cool factor beyond “kids’ stuff.”  **Communication Tips**  This group responds to the culturally fluent side of our brand – they love that we reference the same pop culture moments they care about and that we’ve matured with them.  When communicating to this group, we can be a bit edgier, throw in sly references, and lean into the nostalgia factor. |

|  |  |
| --- | --- |
| TARGET AUDIENCE | |
| **Key Demographics** | |
| **Secondary Audience:** Today’s Kids & Tweens  **Age:** 7–14 years old | |
| * Mostly girls who are into fashion, music, and creative play * They discover Bratz through store shelves, streaming movies, or hand-me-down dolls from a relative * Appreciate the bold authenticity of Bratz | Of course, we still absolutely cater to kids. The new generation discovering Bratz for the first time is growing up in a culturally diverse, socially conscious environment, so Bratz’s messages of inclusion and confidence resonate strongly (nothing forced about it). The aspirational, older-sister feel of the Bratz Girlz is also a strong draw.  At the end of the day, these kids are looking for fun toys and characters they connect with. Our young Bratz Pack inspire us to lead by example and maintain our vision for a fabulously positive future.  **Communication Tips**  This group has endless options for entertainment, so we hook them up with the unfiltered and ultra-stylish vibe no other brand offers. And yes, they love the fashions. Win their hearts with amazing outfits and empowering storylines, and they’ll be fans for life.  When we engage this group, whether through product or content, we keep it appropriate with an attitude that's aspirational yet accessible. |
| [Pop-Out]  **CREATING FOR THE BRATZ PACK**  When developing new extensions (not those tracks, luv), ask yourself:  • Would this excite 10-year-old me and make 25-year-old me feel seen?  • Would the purveyors of cool in fashion, beauty, entertainment, or culture lower their sunglasses for a closer look?  If the answer is yes, you’ve nailed it. 💅 | |

|  |
| --- |
| CH4 THE BRATZ PACK— COLLABORATIONS |
| Bratz doesn’t just do collaborations — we create culture-defining moments.  Yes, we have high-fashion capsules that sell out in hours and Bratz avatars pop up in music videos and there’ve been more than a few viral influencer drops. But our strategy is bigger than visibility.  We work with fashion designers, artists, celebrities, and entire subcultures to amplify self-expression, push boundaries, and align with the tastemakers shaping what’s next. We don’t co-sign trends — we co-create them.  From streetwear to skincare to tech, we show up in many categories, but our collabs are never about slapping a logo on a product — it’s about sparking something iconic, unexpected, and totally now. |

|  |  |
| --- | --- |
| COLLABORATIONS | |
| **PARTNER EXPECTATIONS** | |
| We don’t just want your name — we want your vision, your voice, your vibe.  Whether you’re a global fashion house, a cult streetwear label, a music icon, or an eager first-time creator, we expect personal creative investment. For us, collaboration means total co-authorship. We treat each collab as a creative residency set in the world of Bratz.  The right partnership is rooted in shared intentions: if you want to break the feed, shift culture, say something big, we’re your Girlz. If you’re only in it for the guap, don't touch this drop. | |
| **Shared Values**  We vibe with respected brands and creators who are empowering people to be unapologetically themselves. Our collabs should be disruptive, but never at the expense of human decency. | **Creative Hype**  We expect hands-on, high-energy, personal involvement when we’re co-creating the next Bratz chapter — and it shows in the final product. Bratz doesn’t do passive; with Bratz, you come to play. |
| **Cultural Fluency**  Our partners understand what’s trending now — and what’s about to hit. Being in the same cultural conversation ensures every collab is disruptive, but utterly relevant to our Pack. | **Visual Synergy**  Bratz samples a broad range of styles from haute couture to indie sleaze, but it takes a keen eye to nail the Bratz look. Our gold-star partners always do their homework and come to the table with bold vision. |
| **Iconic Potential**  A great collab lives in culture, not just in stores — it’s meme-able, mood-boardable, and TikTok-core. When it elevates both brands, it becomes undeniable. We’re finna break the internet here. | **Audience Overlap**  If another brand's audience is Gen Z, young Millennials, or fashion-obsessed creative thinkers, we are dialing their number right now. We want their fans to live for what we create together too. |

|  |  |
| --- | --- |
| COLLABORATIONS | |
| **BRAND PARTNERSHIP PROTOCOL** | |
| Every single partnership — big or small — must be reviewed, approved, and creatively co-developed with the Bratz Brand & Creative team. Before anything moves forward, follow this protocol: | |
| **1. Pre-Approval from Bratz Brand**  All partnership discussions must be cleared with the Bratz Creative Director or Brand Leadership before outreach, contracting, or public discussion begins. | **2. Internal Creative Brief Submission**  Your pitch must include:   * Why this partner and why now? * What makes this culturally relevant or surprising? * How does it map to the Bratz DNA (style, values, audience)? * Visual references, mood, tone * Launch timing, social rollout, and potential talent |
| **3. Bratz Brand Alignment Review**  Our team will assess:   * Does this feel fresh, not safe? * Does it move culture or follow it? * Can it be Bratzified in a way fans will instantly recognize? | **4. Creative Oversight Required**  Bratz Brand & Creative has final approval over:   * Design and product * Visual identity and packaging * Campaign messaging and tone * Influencer, social, and experiential execution |
| **5. Cultural & Community Filter**  Before greenlighting, ask:   * Would our fans be excited to post this? * Would this spark buzz, not just shelf space? * Is this collab saying something — or just selling something? * Could this work for any brand? If so, then it likely doesn’t work for Bratz |  |

|  |
| --- |
| **CH5 RESOURCES** |
| KEY QUOTES  BRATZ ASSET LIBRARY  FURTHER READING & INSPIRATION  KEEPING UP WITH THE BRATZ PACK  BRATZ BRAND CONTACTS |

|  |  |
| --- | --- |
| **CH5 RESOURCES** | |
| Okay, so you’ve now seen almost every page here, so hopefully it’s already clear, but just in case you need it spelled out— remember that working on Bratz should be *fun*! We have a strong brand, but we love when our partners bring new creative ideas into this world.  Use these resources to guide you, but don’t feel stifled — combine them with your creativity to keep Bratz evolving and thriving. |  |
| CH5 RESOURCES — KEY QUOTES |  |
| Bratz has delivered some iconic one-liners and mottos that encapsulate our vibe. Quotable quotes capture the Bratz spirit — think Brand Essence, Narrative Pillars, and Brand Voice Essentials.  Key quotes work as touchstones for inspiration and rallying cries for our community that succinctly communicate what Bratz is about.  Here are examples of the kinds of quotes that fans remember and repeat and that we love to drop whenever we can.  USING QUOTES   * Feel free to use quotes as headers, call-outs, or taglines as appropriate. Sprinkling one of these into your presentation or campaign can immediately bring that Bratz energy. (Plus, fans get *hype* when they see familiar lines – nostalgia is powerful!). * Always keep context in mind — use the quote that fits the message (e.g., talking about fashion? Jade’s line on boring clothes is *chef’s kiss*).   [POP OUT (elsewhere on page/spread)]  BRAND ESSENCE  **Bratz isn’t just a toy brand, it’s a movement: when you’re true to yourself, you run the world — and you do it with style.**  [POP OUT]  NARRATIVE PILLARS   * PASSION FOR FASHION * UNAPOLOGETIC SELF-EXPRESSION * INCLUSIVITY & DIVERSITY * FRIENDSHIP & SISTERHOOD   [POP OUT]  BRAND VOICE ESSENTIALS   * SASSY & PLAYFUL * EMPOWERING & POSITIVE * UNFILTERED & REAL * CULTURALLY FLUENT * HUMOROUS BUT HEARTFELT | BRAND VOICE QUOTES  “We’re the girls with a passion for fashion!” – Bratz Motto  "Self-express in the way you dress”  "If you got it, flaunt it!”  “Don’t theorize, accessorize!”  “Whatever you do, be totally you!”  CHARACTER QUOTES  “No one can do you better than you!” —  Yasmin  “Your vibe attracts your tribe!” — Yasmin  “Love is the ultimate accessory!” — Cloe  “We may not always be perfect, but we are always fabulous!” — Cloe  “Friends who slay together, stay together!” — Sasha  “Life is a party; dress like it!” — Sasha  “Be the girl who decided to go for it!” — Jade  “Life’s too short to wear boring clothes!” — Jade  [POP OUT]  *(These quotes also double as great life advice — because being fabulous and staying true to your pals are words to live by, am I right?)* |
| CH5 RESOURCES — BRATZ ASSET LIBRARY | CH5 RESOURCES — FURTHER READING & INSPIRATION |
| **What**: All official logos, images, font files, and style templates can be found in our digital asset management system  **Where & How**: Visit the Bratz Partner Portal in MediaBox to download high-resolution logos, character images, and design elements.  **Why**: This library is your best friend for getting the visuals right — use it instead of Googling random images (we want consistency and quality). The portal also includes past style guides and examples of Bratz packaging and ads if you need historical reference. | Need to get those creative juices flowing? Have ideas that require a bit of research to manifest?   * **Bratz Franchise Bible**: thisdocument goes even deeper into story lore and character backgrounds — available upon request if you’re writing scripts or developing narrative content. * **Lookin’ Bratz Fan Wiki:** it’s an external but incredibly detailed online encyclopedia of Bratz history, products, and fan knowledge — useful for obscure questions (just remember it’s unofficial). * **Bratz Fashion Archive**: For fashion-specific inspiration, we have a curated fashion archive (internal PDF) showcasing top outfits from 2001 to today — great for designers to reference. |
| CH5 RESOURCES — KEEPING UP WITH THE BRATZ PACK | CH5 RESOURCES — BRATZ BRAND CONTACTS |
| The Bratz Pack (our fans) are vocal and creative. While not a direct “resource,” staying engaged with the fan community’s content (fan art, custom dolls, etc.) can inspire your work and keep you aligned with the brand’s emotional core. We often gather insights by observing our community.  [question] Want a sense of what fans are loving or talking about lately?  [answer] Follow **@Bratz on Instagram/TikTok** and fan accounts (like @lookinbratz)  [question] Have a cool idea you’re unsure about?  [answer] We’re not above doing a *soft vibe check* with trusted fans or focus groups. Fresh input is always welcome, as long as final decisions align with brand leadership. | For any questions or approvals, you can reach out to the Bratz Brand Team at MGA Entertainment. Whenever you’re in doubt, just ask — we’re here to help you keep that Bratz flag flying high.  *Head of Brand:* **Jasmin Larian** — (email: JasminL@mgae.com).  *VP of Brand:* **Dominick Lisi** — (email: dlisi@mgae.com).  Your primary contact for brand approvals, campaign ideas, and any high-level brand questions.  *Senior Brand Manager*: **Adrianne Cekan** — (email: acekan@mgae,com).  Day to day contact for execution and brand historian to ensure all materials are on brand and aligned with Bratz past, present, and future.  *Creative Director:* **Chelsea Green** — (email: Chelsea.green@mgae.com)  Contact for creative reviews, design approvals, and anything to do with visual/style guidance. They’ll ensure your designs or storyboards are on-brand.  *Social Media Lead:* **Bridgette Bayley** — (email: BBayley@mgae.com).  If you’re coordinating any social or influencer activities, loop this person in. They have the latest voice/tone nuances and can provide feedback on copy or content for our channels.  *(Check the latest contact sheet since team members can change.)* |
| ***Stay bold and stay bratty!*** | |
| CREDITS  MGA ENTERTAINMENT  **DOMINICK LISI**  VP OF BRAND  [ADDITIONAL MGA]  VIZIR PRODUCTIONS  **IAN KLEIN**  PRESIDENT AND CREATIVE DIRECTOR  **KJ SWANSON**  SENIOR SPECIALIST, STORY AND FRANCHISE DEVELOPMENT  **DESIGN**  FOX WOODS  NIV GINAT  CHRISTOPHER REYES  CONTACT  IAN KLEIN  IAN@VIZIRPRODUCTIONS.COM | |

|  |  |
| --- | --- |
| **GUIDE OUTLINE + PAGE COUNT** | |
| **NAME** | **PAGE COUNT** |
| COVER PAGE | 1 |
| **INTRODUCTION** | 2 |
| **TABLE OF CONTENTS** | 2 |
|  |  |
| **CH1 THE BRATZ BRAND** | 1 |
| BRAND ESSENCE | 1 |
| CORE VALUES | 2 |
| BRATZ IN CULTURE | 1 |
| BRATZ IN CULTURE > THE BRATZ EFFECT | 2 |
| CONTENT & PRODUCT ECOSYSTEM | 2 |
|  |  |
| **CH2 THE BRATZ WORLD** | 1 |
| NARRATIVE PILLARS | 2 |
| CHARACTERS | 2 |
| YASMIN | 2 |
| CLOE | 2 |
| SASHA | 2 |
| JADE | 2 |
| FASHION > FASHION RULEZ | 4 |
| FASHION > CREATING LOOKS | 1 |
| FASHION > WHEN DESIGNING | 1 |
| FASHION > BRATZ FASHION THROUGH THE YEARS **[HOLD DUE TO LENGTH]** | – |
|  |  |
| **CH3 SPEAKING BRATZ** | 1 |
| BRAND VOICE ESSENTIALS | 3 |
| BRAND VOICE ESSENTIALS > VOICE IN PRACTICE | 1 |
| BRAND GUARDRAILS | 3 |
| ICONOGRAPHY | 4 |
|  |  |
| **CH4 THE BRATZ PACK** | 1 |
| CONSUMER VISION | 1 |
| TARGET AUDIENCE > THE BRATZ PACK | 2 |
| TARGET AUDIENCE > KEY DEMOGRAPHICS > PRIMARY AUDIENCE | 1 |
| TARGET AUDIENCE > KEY DEMOGRAPHICS > SECONDARY AUDIENCE | 1 |
| COLLABORATIONS | 1 |
| COLLABORATIONS > PARTNER EXPECTATIONS | 1 |
| COLLABORATIONS > BRAND PARTNERSHIP PROTOCOL | 1 |
|  |  |
| **RESOURCES** | 1 |
| KEY QUOTES | 2 |
| BRATZ ASSET LIBRARY | .25 |
| FURTHER READING & INSPIRATION | .25 |
| KEEPING UP WITH THE BRATZ PACK | .25 |
| BRATZ BRAND CONTACTS | .25 |
| END PAGE WITH QUOTE AND CREDITS | 1 |
|  |  |
| **TOTAL PAGES** | 59 |