

## **About Barbie® Doll**

Although her residence is popularly known as Malibu, Calif., Barbie® – Barbie Millicent Roberts – was “born” on March 9, 1959, in the fictional town of Willows, Wisconsin. A career woman from the beginning (she currently lists 108 professions on her resume), Barbie’s first love is fashion. She was first portrayed as the original “Teenage Fashion Model,” wearing a now-famous black-and-white bathing suit that was very well accessorized with black, open-toed mules, gold hoop earrings and cat-eye, white sunglasses.

The moment Barbie was introduced, a fashion icon was born. For the first time ever – with Barbie doll – girls could experience amazing fashion play and explore various dreams, fantasies and aspirations without ever leaving their rooms.

Though a mere 11 ½ inches tall, Barbie is big in the fashion world. Her amazing outfits have been designed by more than 80 major names in fashion, cut from more than 105 million yards of fabric, and she has worn over 1 billion pairs of the most well-heeled shoes. Throughout the decades, Barbie always has been a perfect reflection of fashion in-the-moment. From bell-bottoms to bubble cuts, shoulder pads to scrunchies – Barbie has worn it all and worn it well.

Barbie also has served as a model and muse to many of the most world-renowned names in fashion and design. She has helped many in the fashion community either identify or play out their dreams, serving as the ultimate canvas for imagination.

In February, 50 top fashion designers came together to celebrate Barbie’s 50<sup>th</sup> Anniversary at Mercedes-Benz Fashion Week, participating in a runway show widely hailed by the industry as “one of the greatest moments of New York Fashion Week.” A truly humbling event for the Barbie brand – and certainly one of Barbie’s golden moments in fashion – the runway show was just the beginning of new chapter that will continue Barbie’s legacy of inspiring future generations of designers and fashion trends.

This year, Barbie is a very proud to be honored by the all big people. She is a recipient of the American Apparel & Footwear Association (AAFA) American Image Awards

("Fashion Maverick of the Year"), Accessories Council Excellence (ACE) Awards  
("Fashion Icon of the Year") and Project Angel Food's Divine Design ("Style Icon of the  
Year").