Beat: Entertainment

SINCE 1959 BARBIE INSPIRES THE LIMITLESS POTENTIAL IN EVERY GIRL

CELEBRATING FEMALE ROLE MODELS

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USPA NEWS - BARBIE is a Fashion Doll manufactured by the American Toy Company MATTEL, Inc. and launched in March 1959. American Businesswoman Ruth Handler is credited with the Creation of the Doll using a German Doll called Bild Lilli as her Inspiration. Barbie is the Figurehead of a Brand of Mattel Dolls and Accessories, including other Family Members and Collectible Dolls.

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BARBIE has been breaking Boundaries and sparking Imaginations since her Debut. Barbie appeared in her First Commercial in 1959, airing on ABC during the Mickey Mouse Club Program. The TV Commercial spoke directly to Kids and presented Barbie as if she were a Real Person. After the Spot aired, Barbie Dolls flew the Shelves, selling 350,000 the First Year.... In the Early 60s, to inspire Girls and to support more Women entering the Workforce, Barbie released her First Careers Fashion Editor (1960), Registered Nurse (1960), Flight Attendant (1961) and Executive Career Girl (1963)....

After receiving Hundreds of Letters from Little Girls asking for a Boyfriend for Barbie, Mattel debuted KEN on March 11, 1961. He came dressed in Red Swimming Trunks with a Yellow Towel and Sandals.... In 1962, Barbie hit the Road with her First Car (an Austin-Healey 3000 MKII BN7). The Sporty Peach Two-Seater Convertible was perfect for Barbie to zip around in and it set the Stage for Girls to image what the Life of a Woman could be.... Before the Women were even allowed to open their own Bank Accounts, Barbie bought her First Dreamhouse in 1962. Barbie represented Women in New Ways becoming a Symbol of Independence and Empowerment. With its Mid-Century Modern Decor, Hi-Fi Stereo and Slim-Line Furniture, Girls could imagine entertaining Friends or relawing in a Stylish Living Room...

In 1965, Barbie went Galactic four Years before Man landed on the Moon, Astraunaut Barbie celebrated the Excitement of the Space Program and exploring New Frontiers. Dressed in a Cool Space Suit and Helmet, she showed Little Girls they could reach for the Stars... In support of Equal Rights, Barbie released Christie, one of the First Black Dolls. Christie was created as a Friend of Barbie and came dressed as a Mod-Inspired Wimsuit with a Short 60s Hairstyle...

Over the Years, many Diverse Dolls were available, but they were always Friends of Barbie. In 1980, Mattel released the First Black and Hispanic Dolls named Barbie.... In 1981 Barbie released its Dolls of the World Collection. Each Doll wore an Ensemble inspired by its Country's Traditional Customs and Fashions. The Collection celebrated different Cultures and Traditions while introducing Girls to the World through play... Barbie has been running for President in every Election Year since 1992.... In 2016, Barbie released an All-Female Ticket with a President and Vice President Doll set to inspire Girls to believe they can do anything, including Leader of the Free World...

Source : Barbie 60th Anniversary Event organized in Paris (Cercle D'Aumale), on October 11, 2019.
Exhibition of Dolls "over the Years", Conference, Workshop, Party were on "The Menu" for Kids and Adults.

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