



Barbie® Celebrated her 50th Anniversary with flair and panache at Lakme Fashion Week

~Katrina Kaif wished Barbie in her own unique style by walking the ramp showcasing the winning design created by Nishka Lulla~

MUMBAI, March 30, 2009: Straight from the Mercedes-Benz Fashion Week in New York to the Lakmé Fashion Week in Mumbai, Barbie's first-ever fashion extravaganza in India went off in grand style with the **Barbie – All Doll'd Up!** show, which kicked off the Lakmé Fashion Week, exhibiting real life-size Barbie® inspired looks put together by renowned fashion designers from across the country. And Bollywood Diva **Katrina Kaif** joined India's fashion fraternity to celebrate the world's most popular and admired fashion icon – Barbie's® - 50th anniversary in style. **Katrina Kaif** wished Barbie in her own unique style by walking the ramp showcasing the winning design created by **Nishka Lulla**.

Speaking on the association, Katrina Kaif said, "Barbie is the ultimate fashion icon and much more than just the most popular doll in the world. I always loved Barbie, she has been an inspiration and epitome of fashion for girls everywhere. It's an honour for me to be associated with such a fashionista and I wish Barbie a very Happy Birthday indeed!"

Karun Gera, Commercial Director, Mattel India Pvt Ltd said, "We are very proud to be commemorating the 50th Anniversary of Barbie and there is no better way to celebrate this landmark event by kicking-off the Lakmé Fashion Week with Barbie's first-ever fashion show in India. The icing on the cake is having Katrina as the Show Stopper for the Barbie – All Doll'd-Up show, glittering in Nishka Lulla's inspired creation. Katrina is a true youth and fashion icon, a trend setter and an amazingly gifted personality. We feel Katrina embodies the quintessence of grace and beauty, and is a truly perfect fit for our iconic doll."

Truly making a global statement Barbie brought to Indian designers the chance of a lifetime to design for her by throwing open a contest to all fashion designers on the occasion of her Birthday, to create a one of a kind look, **which presents her as a modern day fashionista**, celebrating her Birthday in India. The show saw the Fashion industry's leading designers Vikram Phadnis, Wendell Rodricks, Nachiket Barve and Neeta Lulla (to name a few) participating in a unique designer contest for an amazing opportunity to dress Barbie for the first time in the Indian Fashion industry; supported by the best team of choreographer (Marc Robinson), stylist (Gautam Kalra) and artist (Vipul Bhagat) who oversaw hair, makeup, styling and the assembly of Barbie's® fabled accessories – from Barbie's amazing bags to Barbie Jewellery by Tarina Tarantino, ensuring that each model celebrated Barbie's® signature styles from head to toe!

On winning the contest, Nishka Lulla, said, "I feel privileged that my design has been chosen to dress Barbie! Not only is it the opportunity of a lifetime for me to be associated with Barbie on her Golden Anniversary, but actually having a specially crafted one-of-a-kind doll created in likeness of Katrina wearing my creation is simply awesome! I would like to thank Katrina and Mattel for giving me this chance."

The top selected designs were showcased at the gala show at the Lakme Fashion Week by top Indian models like Indrani Das Gupta, Waluscha Robinson, Montu Tomar, Anastacia Durata, Camella Batista. The classic fashion event which was part of a yearlong global celebration of Barbie's 50th Birthday, included an extravagant pink ramp with a posh ambience. The show-stopper in many ways was little Chanel Robinson, who walked the ramp attired in a beautiful exclusive ensemble designed by Barbie licensee – The Shirt Company. Her unforgettable comment on the show – "I had great fun!" An august panel of judges selected the best couture creations for Barbie® before the epic event. The panel boasted eminent luminaries such as:

1. Priya Tanna – Fashion Editor, Vogue
2. Piyush Pandey – Executive Chairman and National Creative Director, O&M India
3. Vikram Raizada - Vice-President and Head of Fashion, IMG India
4. Kamal Sidhu – Fashion Influencer/ Ex- Model
5. Farookh Chothia - Photographer
6. Rita Dhody – Image consultant
7. Lubna Adams – Show Director

The "Barbie All Doll'd Up" Show got an excellent response from designers across the country but only select designs made it to the ramp. The shortlist of chosen haute couture 20 fashion designers this year; who got a golden chance to create designs for Barbie at the landmark event included (in alphabetical order):

1. Abdul Halder

2. Anand Bushan
3. Atit Bhatt
4. Arshiya Fasih
5. Arjun Agarwal
6. Jyoti Sharma
7. Manoj Dubey
8. Niak
9. Nischa Lulla
10. Neeta Lulla
11. Prashant Sudha
12. Parvesh & Jai
13. Ruchi Mehta
14. Sonam Mehta
15. Shantanu and Nikhil
16. Shalini & Paras
17. Tanvi Kedia
18. Vikram Phadnis
19. Vivek Kumar
20. Wendell Rodricks

Launched in 1959, Barbie has taken the world by storm with her chiseled-to-perfection looks and her incredible sense of fashion. She has always been a forerunner in fashion and has seamlessly evolved with the changing times and the ensuing trends to emerge as a fashion icon for young girls across the globe. Barbie has since become not just a doll but a friend to young girls across the globe, *a fashionista, a dance diva, a princess and a career woman: in fact it can truly be said that everything that a girl aspires to be, has come true in the form of Barbie!*

This is in line with the core ideology behind the creation of the doll, as conceived by Ruth Handler the creator of Barbie doll, **"Barbie has always represented that a woman has choices.** Even in her early years, Barbie did not have to settle for only being Ken's girlfriend or an inveterate shopper. She had the clothes, for example, to launch a **career as a nurse, a stewardess, a nightclub singer.** I believe the choices Barbie represents helped the doll catch on initially, not just with daughters – who would one day make up the first major wave of women in management and professionals – but also with mothers."

This core thought is highlighted in the brand statement even today, keeping her relevant for the new generation - *Barbie is the World's only brand that allows girls to imagine themselves as a mermaid to a movie star, a fairy to a fashionista, and a princess to a president. The brand serves a purpose to girls as they try on different personalities, careers, and explore the world and all of its possibilities without ever leaving home. In 2009, Barbie's 50th anniversary marks the biggest worldwide celebration of the brand ever – including marquee partners in fashion, beauty, publishing, home design, arts and entertainment. Girls of all ages will be able to celebrate with major events and fashion shows in all major cities across the planet, as well as experience the brand through exciting new initiatives at retail, online and through an exciting collection of celebratory, must-have products.*

Thus, Barbie has and will continue to fuel creativity and inspire girls of all ages across the world to dream, discover and celebrate their girlhood – from fashion to fantasy – all in a delightful, creative world without any limits.

Barbie in India:

Barbie in India is all the above and more. She not only enjoys the status of being the most famous and favourite fashion doll, a diva and girl's brand, she also has taken on the Indian avatar to promote the Indian culture among the young girls and adults.

Along with the strong fashion appeal, career choices, trend setting ideas, innovation, magical stories, values and morals, Barbie also introduces girls to the Indian look in a Saree as "Barbie in India", as well as the dreamy Bridal look as a Collector's choice in the "Expressions of India" range.

Barbie in her Indian avatar, promotes the Indian culture as the ideal gift from parents to their growing up daughters and in her collector form among adults – NRIs and Foreigners who love to carry her home as a memento of Indian heritage and culture.

Barbie has also associated with the best in the Indian industry to promote various forms of art and encourage girls to think creatively and beyond, giving them new opportunities to connect with the brand. Barbie has had various associations with top brands/ artist in India too, like a dance association with the Shiamak Davar's SDIPA – Shiamak Davar's Institute for Performing Arts, Raell Padamsee's theatre group for children, Jawed Habib as a hair styling and grooming expert.

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About Mattel India:

Mattel Toys (India) Private Limited is a subsidiary of Mattel, Inc., the worldwide leader in the design, manufacture and marketing of toys and family products. The Mattel family is comprised of such best-selling brands as Barbie®, the most popular fashion doll ever introduced, Hot Wheels®, Matchbox®, Polly Pocket®, Radica® and Fisher-Price® brands, including a wide array of entertainment-inspired toy lines. Mattel is recognized as one of the 100 Most Trustworthy U.S. Companies by Forbes Magazine and is ranked among the 100 Best Corporate Citizens by CRO Magazine. Committed to ethical manufacturing practices, Mattel marks a 10-year milestone in 2007 for its ever-evolving Global Manufacturing Principles and focus on sustainable business practices. Mattel employs more than 30,000 people in 43 countries and territories and sells products in more than 150 nations. Mattel's vision is to be the world's premier toy brands today and tomorrow. In India, the company has a strong presence in the branded toys market and is committed to delivering superior quality and safe toy products with high play value.