



Designers Show Their Love for Barbie® at Mercedes-Benz Fashion Week with First-Ever Runway Show to Celebrate 50 Years as a Global Fashion Icon

50 of Fashion's Top Designers Salute Barbie(R) Doll's Iconic Past, Present and Future Style with One-of-a-Kind Looks Created with Barbie(R) as their Muse

NEW YORK, Feb 11, 2009 (BUSINESS WIRE) -- This Valentine's Day, Barbie(R) will be the sweetheart of Mercedes-Benz Fashion Week as the star of an epic fashion event showcasing real-size, Barbie(TM)-inspired looks designed by 50 renowned fashion designers. The February 14th (3 p.m.) runway show - packed with lots of eye candy, a surprise visit from Ken (it's Valentine's Day!) and more - is a celebration of Barbie's(R) 50 years as a fashion icon and will be a fun look at the past, present and future of fashion with Barbie as the muse. The world's biggest names in fashion, including Vera Wang, Diane von Furstenburg, Calvin Klein, Michael Kors, Tommy Hilfiger, Badgley Mischka, Alexander Wang and many more, are coming out to showcase their one-of-a-kind creations and celebrate Barbie's(R) head turning style.

"Barbie is the quintessential American icon. She represents a woman's first experience with style, transcending generations and cultures; she holds a special place in the fashion world and is an inspiration to many designers," said Tommy Hilfiger, one of the designers participating in the Barbie(R) Runway Show.

A dream team of the industry's top stylists and artists will oversee hair, makeup, styling, and the assembly of Barbie's(R) fabled accessories, ensuring that each model celebrates Barbie's(R) signature styles from throughout the decades from head to toe. Famed shoe designer Christian Louboutin has designed custom, one-of-a-kind peep-toe pumps in Barbie's(R) signature pink (pantone 219 pink). Top make-up artist Charlotte Tilbury will partner with the Stila Pro Beauty Team - the official prestige Barbie (R) beauty partner for 2009. Hair stylist to the stars Orlando Pita, sponsored by T3 - another Barbie(R) beauty partner - will roll up and roll out styles from Barbie's(R) famous 1959 ponytail-and-bangs look to super-long, big curls and futuristic sculptural hairstyles. Stylist Patti Wilson will curate and style the entire show - which features 50 different models - using custom-designed accessories include handbags by Rafe, jewelry and sunglasses by Bulgari and jewelry by Alan and Layna Friedman. Even the models are among the top girls in the business, including several famous names.

"It's an honor and pleasure to be part of this fashion show to celebrate the life of one of the greatest icons of our time," said Charlotte Tilbury.

The show is part of a year-long, global celebration of Barbie's(R) 50th Anniversary that includes pink carpet events, marquee partnerships, retail celebrations, must-have products and numerous tributes in design, fashion and more.

"Barbie has an unparalleled relationship within the fashion community and has served as a muse and inspiration to designers, stylists and artists for decades," said Richard Dickson, General Manager, Barbie(R). "Many designers have told us that Barbie was their first client or model, allowing many in the fashion community to identify and play out their dreams, serving as the ultimate canvas for their imaginations."

"Today, on the eve of Barbie's 50th Anniversary, we celebrate the inspiration she has been and great fashion heritage. It's only fitting to mark the beginning of the next chapter by bringing her home to the runway to celebrate her first love, fashion," Dickson continued.

Barbie & The Council of Fashion Designers of America (CFDA)

Additionally, as part of the Barbie(R) brand's commitment to continuing to inspire future generations of fashion designers, it also announces a three-year partnership with the Council of Fashion Designers of America (CFDA). The Barbie(R) brand will work with the CFDA on a handful of programs to support up-and-coming designers through mentoring programs, the development of strategic partnerships, and the provision of financial stipends and scholarships.

"I am grateful that Barbie has joined CFDA's family of supporters. She has been a constant influence on American style and fashion and now brings new resources and ideas to the CFDA in our efforts to grow and promote the American fashion industry," said Steven Kolb, Executive Director, Council of Fashion Designers of America.

Following the runway show, several of the Barbie(TM)-inspired looks will be displayed on Rootstein Barbie(TM) mannequins at

Bloomington's 59th Street on the 2nd Floor in the Y.E.S. contemporary sportswear department from February 16th through March 15th.

Designer Line-up

The complete list of designers (in alphabetical order) includes:

Alexander Wang	Naeem Khan
Anna Sui	Nanette Lepore
Baby Phat	Nicole Miller
Badgley Mischka	Norma Kamali
Betsey Johnson	Peter Som
Bob Mackie	Rachel Roy
Brian Reyes	Rag & Bone
Calvin Klein	Rebecca Taylor
Carmen Marc Valvo	Reem Acra
Catherine Malandrino	Robert Best
Chris Benz	Rosa Cha
Costello Tagliapietra	The Blonds
Derek Lam	Three As Four
Diane von Furstenberg	Tibi
Donna Karan	Tommy Hilfiger
Erin Fetherston	Tory Burch
House of Field	Tracy Reese
Jeremy Scott	Trina Turk
Juicy Couture	Tuleh
Kai Kuhne	Twinkle
Kenneth Cole	Vena Cava
Koi Suwannagate	Vera Wang
Lyn Devon	Vivienne Tam
Marchesa	Yeohlee
Michael Kors	Yigal Azrouel
Monique Lhuillier	

Barbie Art Installation at the Lobby in the Tents at Mercedes-Benz Fashion Week

As a sponsor of Mercedes-Benz Fashion Week, Barbie(R) will become larger than life through an art installation at the famous Bryant Park Fountain in the lobby of the Tents. The highlight of the fountain is a 5-foot-tall installation of Barbie(TM) Pink 3D letters filled with nearly 400 Barbie dolls. Each letter represents a decade and is filled with one of the most iconic Barbie dolls ever -- from the 1959 original "Teenage Fashion Model" Barbie(R) doll, to the 1986 Barbie(R) & The Rockers. Additionally, 4 Rootstein Barbie(TM) Mannequins - each standing over 6-feet-tall - are styled in custom made black-and-white bathing suits, jewelry & accessories inspired by the original 1959 Barbie(R) doll. On the back of the fountain, five stunning photographs fill a Barbie(TM) pink wall and capture the iconic 1959 Barbie(R) doll as you've never seen her before. Each is professionally styled and shot by Mattel photographers. Finally, the fountain is filled with a pool of Barbie(TM) Pink shiny apples as a tribute to Barbie's(R) arrival to NY & her love for the Big Apple! More than 2,800 apples were used.

About Mattel

Mattel, Inc. (NYSE: MAT) (www.mattel.com) is the worldwide leader in the design, manufacture and marketing of toys and family products, including Barbie(R), the most popular fashion doll ever introduced. The Mattel family is comprised of such best-selling brands as Hot Wheels(R), Matchbox(R), American Girl(R), Radica(R) and Tyco(R) R/C, as well as Fisher-Price(R) brands (www.fisher-price.com), including Little People(R), Rescue Heroes(R), Power Wheels(R) and a wide array of entertainment-inspired toy lines. With worldwide headquarters in El Segundo, Calif., Mattel employs more than the 30,000 people in 42 countries and sells products in more than 150 nations throughout the world. Mattel's vision is to be the world's premier toy brands -- today and tomorrow.

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