



THE EVOLUTION OF THE BARBIE DOLL



RUTH HANDLER (MATTEL)

The Barbie was inspired by Ruth's daughter Barbara, playing with paper dolls for hours. This had stimulated Handler's vision to create a 3-D doll for children to use to play out their dreams.

The doll was actually named after Ruth's daughter, Barbie's full name being Barbara Millicent Roberts.

THE FIRST BARBIE

The first ever Barbie doll was created in 1959. She was seen as a 'teenage fashion model' and wore a zebra-striped swimsuit. The doll also included detachable sunglasses that could be placed on the doll's hand, on her eyes or on the top of her head. It was basically the new fashion to have a Barbie doll back then, and has been for many years.

AUDIENCE



The Barbie doll was targeted towards little girls who could 'be anything she wanted to be', as heard in the quote by Mattel, "My whole philosophy of the Barbie was that through the doll, the little girl could be anything she wanted to be. Barbie always represented the fact that a woman has choices." The Barbie doll shows that a woman had decisions and rights. This is also proved by the amount of careers Barbie had, and the astronomical amounts of goals she achieved, making a good impression on children.

STATISTICS

Over 100 Barbie dolls are sold every minute and 58 million sold annually. Barbie dolls have been selling for over 50 years (61 at the time of research). She has products in 45 categories, including food and clothing.

FUN FACTS

The first Barbie dolls offered a choice of either brunette or blond hair. The blond-haired female remains the most popular, overtaking by a 3:1 ratio. The first edition of Barbie dolls had holes on the bottom of her feet. The first ever Barbie is worth around \$8,000.





FIND OUT MORE...

<https://www.history.com/news/barbie-through-the-ages#:~:text=Barbie's%20official%20birthday%20is%20March,300%2C000%20Barbie%20dolls%20were%20sold.>

EXAMPLE QUESTIONS:

1. How many Barbies are sold every minute?
2. What is Barbie's full name?
3. When was the first Barbie created?
4. How much is the first Barbie worth?
5. What are the two hair colours the original Barbie came in?