

Fifty fabulous years of Barbie fashion

Barbie, the creation of Mattel co-founder Ruth Handler, who named the style icon after her daughter Barbara, continues to be the world's best selling doll 50 years after first going on sale

► **March 9, 1959:** Barbie unveiled at New York toy fair. Priced at \$3, some 350,000 dolls are sold in first year alone

► **1961:** **Ken** is Barbie's new boyfriend. They split in 2004 but are reunited in 2006

► **1971:** **Malibu Barbie** is first with eyes facing forwards instead of sideways

► **1977:** **Superstar Barbie** with open-mouth smile

► **1980:** Black and Hispanic Barbies go on sale

► **1992:** **Totally Hair Barbie** – best selling Barbie ever

► **1997:** Sales of one billion dolls reached. Barbie is given wider midriff for more realistic body shape

► **2000:** Flexible waist and belly button added

► **2001:** First DVD movie – **Barbie in the Nutcracker**

► **2002:** **My Scene** Barbie created to rival **Bratz** dolls

► **2009:** Barbie on sale in more than 150 countries. Annual sales worth \$1.5 billion



1 Original Barbie with Ken

2 Malibu Barbie

3 Superstar Barbie

4 African-American Barbie

5 Totally Hair Barbie

6 Pop Sensation Barbie

7 Golden Anniversary Barbie

