

Barbie still going strong after 60 years

Barbie, the creation of Mattel co-founder Ruth Handler, who named the fashion doll after her daughter Barbara, continues to be one of the world's most popular toys 60 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

■ **1961:** Mattel introduces **Ken** doll as Barbie's fictional boyfriend. They split in 2004 but get back together again in 2011

■ **1971: Malibu Barbie** is first with eyes looking forwards rather than sideways

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

■ **1992: Totally Hair Barbie** – best selling Barbie to date

■ **1998:** Barbie is given wider midriff for more realistic body shape

■ **2000: Jewel Girl Barbie** has flexible waist and belly button

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

■ **2002: My Scene** Barbie created to compete with rival MGA Entertainment's **Bratz** dolls

■ **2016: Barbie Fashionistas** range adds diversity with new body shapes – tall, curvy and petite – and variety of skin tones

■ **2019:** 58 million Barbies sold annually in over 150 countries



1. Original Barbie with Ken

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2. Malibu Barbie

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3. African-American Barbie

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4. Totally Hair Barbie

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5. Jewel Girl Barbie

6. Barbie Fashionistas Spring Into Style, Curvy

7. Barbie 60th Anniversary

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