

TheCaseSolution.Com

History

- MATTEL, 1959
- Barbara Millicent Roberts
- Sold for \$3 (\$23.97 in 2015)
- 7 siblings
- Bratz dolls (mid 2000's)
- Hello Barbie (2015)



"My whole philosophy of 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 (Mattel, 2016)" - Ruth Handler



Body Measurements

Weight = 110 lbs
Height = 5'7"
Shoe Size = US 8 = UK 2

Bust = 32"
Waist = 15"
Hip = 25"

"not only unsustainable but unhealthy"

Barbie's Affect on Popular Culture

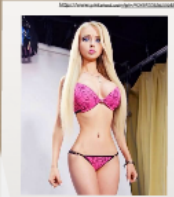
Powerful Social Media Presence
13 million fans on Facebook
240,000 Twitter followers
600,000 Instagram followers (@Barbie)
YouTube Vlog

Hegemonic Beauty Ideals

"Ideal physique and natural extreme natural beauty"
"damage girls' body image, which contribute to an increased risk of disordered eating and weight dysregulation" - Hallinan & Jue, 2006
Women want to be her & men want to be with her

Barbie Syndrome

desire to have her physical appearance and lifestyle representative of the doll
attempts to emulate her physical appearance even though the body proportions are unsustainable



Valeria Lukyanova
"The Human Barbie Doll"

Conclusion



- *Doll*
- *Phenomenon*
- *Negative Affect*
- *Positive Affect*

Questions?

Sources

Popular Culture's Affect

Taking a Stand

Sales have dropped by 14% in 2014 alone
Parents are more keen to support customizable American Girl dolls

Redefining Beauty

reflect the diversity of shapes, sizes and culture of those who play with the dolls
reflecting a broader view of beauty
changing the face of the brand

Pop Culture Presence

reflection of the style of the decade, but also of the culture and fashion that's happening in the world
as consumer product categories
reflect other current aspects of Popular Culture

The Fashionista's Facts

- 4 body types
- 7 skin tones
- 14 "face sculpts"
- 22 eye colors
- 24 hairstyles




A Look at an Iconic Piece of Popular Culture

Mattel's Barbie Needs Makeover

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Original Logo

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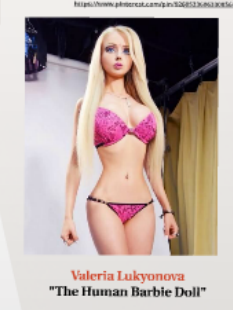
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Valeria Lukyanova
"The Human Barbie Doll"



First Barbie 1959



Barbie Fashionista's Collection 2016




Barbie's Measurements



Valeria Lukyanova
"The Human Barbie Doll" 2016

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Phenomenon
Negative Affect
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180+ careers

1st was Teenage Fashion Model

President

Rock Star

McDonald's Cashier

Doctor

1 sold every 3 seconds

1 billion+ sold worldwide

In the US, 3-10 yr olds have an average of 8

1992's Totally Hair Barbie is the best seller of all time



<http://www.aintitcool.com/node/67049>



**First Barbie
1959**

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<http://www.growingyourbaby.com/2016/01/28/barbie-gets-a-curvey-makeover/>



**Barbie Fashionista's Collection
2016**

<http://designtaxi.com/news/357119/Infographic-Is-A-Barbie-Body-Possible/>

Is a Barbie Body Possible?

Our **photo-realistic** rendering shows just how bizarre a life-sized Barbie would actually look, and uncovers the **impossible physical proportions** of the doll idolized as perfection by so many.

Barbie vs. Average

	Barbie	US Average
Head	22"	20"
Neck	9"	15"
Bust	32"	35"
Biceps	7"	13"
Forearms	6"	11"
Wrist	3.5"	6.5"
Waist	16"	35"
Hips	29"	40"
Thigh	16"	25"
Calf	11"	16"
Ankle	6"	9"



Barbie's Measurements

<http://www.ibtimes.co.uk/valeria-lukyanova-real-life-barbie-space-documentary-495258/>



**Valeria Lukyanova
The Human Barbie Doll, 2016**

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Barbie vs. "Lammily"
2014

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Fashionista's Campaign
2016