

Barbie™

POWER & STYLE

★
Totally
Hair

HER ICONIC
MANE

GEOMETRIC
PRINTS

A FAN
FAVORITE

COLLECTOR'S EDITION





Designer Carol Spencer created both pink and blue versions of the *Totally Hair Barbie* doll's dress. For *Totally Hair Ken*, she chose a printed shirt and solid-colored pants.

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Story of an Icon

Discover the Barbie doll that captivated the world with her long hair and colorful look.

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Fashion Breakdown

Fashion expert and designer @sereinne_ analyzes the Barbie doll's look through the lens of the trends of her time.

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Model Claudia Schiffer redefined the concept of the supermodel in the 1990s, becoming a global style icon.

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Masters of Style

Italian designer Emilio Pucci revolutionized fashion with his vibrant geometric prints.

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BARBIE BIO



TOTALLY HAIR BARBIE

• 1992 •

- ★ **FULL NAME:** *Totally Hair Barbie.*
- ★ **THE INSPIRATION:** The Barbie doll's iconic hair, which has brought joy to millions of children for decades.
- ★ **HER STYLE:** Trends from the late '80s and early '90s, an era defined by bold, colorful pop culture.
- ★ **CLOTHING DESIGN:** Created by designer Carol Spencer, a key figure in shaping the Barbie doll's fashion.
- ★ **DEBUT:** In 1992. The *Totally Hair Barbie* doll featured ultra-long hair, a printed mini dress, a headband, fuchsia heels, earrings, and a ring. The original packaging also included a comb, a tube of styling gel, five hair accessories, and an instruction manual for creating different hairstyles



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STORY OF AN ICON

HAIR Goals

THE *TOTALLY HAIR BARBIE* DOLL, WITH HER LUSH LOCKS AND VIBRANT COLORS, REFLECTED THE CREATIVE SPIRIT OF THE '90S AND BECAME A SYMBOL OF POP CULTURE



To celebrate the 25th anniversary of *Totally Hair Barbie* doll's launch, Mattel released a reproduction in 2017, reintroducing this iconic doll to a new generation. Top right: Attendees at the 2019 Goodwood Revival festival wearing dresses with prints reminiscent of Barbie's outfit.

Since its early years, Barbie dolls have captivated generations with their beautiful hair—one of her most distinguishing features, offering children endless possibilities to unleash their imagination and style to their hearts' content. In 1992, *Totally Hair Barbie* doll was released with the longest hair on a Barbie doll to date, providing an unparalleled opportunity to experiment even further with hairstyles, textures, and accessories.

Mattel designer Carol Spencer was clear that she wanted to design a Barbie doll whose hair would be the focus. As she recounts in her book *Dressing Barbie: A Celebration of the Clothes That Made America's Favorite Doll and the Incredible Woman Behind Them*, "One day it hit me—why not just create an over-the-top, fantastic mane that would be the doll's starring feature?" The Barbie doll would come with colorful accessories, but the hair itself had to be the true star, essentially "dressing" the doll.

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The doll debuted with three available versions: a blonde Barbie, a brunette Barbie (the first in 20 years), and a Black Barbie.



“
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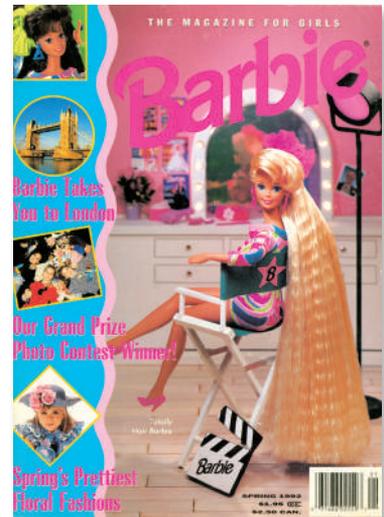
Carol Spencer



Barbie magazines expanded children's imaginations by highlighting fashion trends, adventures in different parts of the world, and suggestions for potential careers.

While the design team experimented with different hair lengths, Spencer focused on creating the outfits, just as she had been doing for nearly three decades at Mattel. She wanted the clothes to convey the same sense of joy and fun as the Barbie doll's bold hair. Early '90s fashion continued to embrace vibrant colors and striking silhouettes, a legacy of the visual excesses of the '80s. Always attuned to runway trends and the creations of top designers, Spencer drew inspiration from Emilio Pucci, the Italian designer renowned for his bold, graphic prints.

With ankle-length hair and her multicolored dress, the *Totally Hair Barbie* doll quickly became an icon that enchanted the world. Between 1992 and 1995, more than 10 million dolls were sold worldwide, making her the best-selling Barbie doll of all time and one of the most beloved among fans. ★



A look back at...



Actress **Jodie Foster** wins the Oscar for Best Actress for *The Silence of the Lambs*



The **Olympic Games** are held in Barcelona

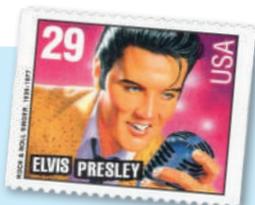
ON TREND

Hair Play

Totally Hair Barbie doll's locks were, without a doubt, the star of the show. The hair's considerable length allowed children to explore and create, crafting everything from high ponytails to playful braids and voluminous bangs. To further spark imagination, the packaging included a manual with detailed hairstyling instructions and accessories like elastics, scrunchies, headbands, and the famous styling gel so popular in the '80s. A true homage to the style and fun of the era!



Whitney Houston's song *I Will Always Love You* becomes a worldwide hit



Americans voted to release the first **Elvis Presley** stamp, which came out a year later



Actress and singer **Selena Gomez** is born in Grand Prairie, Texas, USA



@serenne_

Fashion Expert & Designer

Groovival Style

Totally Hair Barbie draws from the aesthetic that became popular in the '90s with the resurgence of the groovy style of the '60s. The doll embodies this bold influence with elements from the late '80s and early '90s, characterized by the use of a neon color palette.



'80s Influence

A turquoise eyeshadow along the upper lash line, paired with fuchsia and metallic silver tones, draws attention to the eyes. A pink lipstick harmonizes with the rest of the outfit.



Geometric Power

Her fuchsia, triangle-shaped earrings and ring add a futuristic touch to the look.

Short & Flirty

The miniskirt, an iconic symbol of the '60s, is incorporated into the design of the boat-neck, long-sleeved dress, reminiscent of Emilio Pucci's designs. This renowned designer, popular in the '60s, experienced a revival in the '90s.



XL Hair

Her nearly foot-long mane features a crimped style (a pronounced zigzag effect), a classic from the late '80s, achieved by braiding damp hair or using a crimping iron. The look is completed with voluminous, arched bangs, and the typical blowout of the decade.

Color Play

The Barbie doll's signature fuchsia high heels perfectly match the outfit, adding a modern touch with a pointed-toe design.

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Schiffer on the runway at the Chanel Fall-Winter Haute Couture Collection show, 1992/1993.

INSPIRING WOMEN

Claudia Schiffer

MODEL + ACTRESS

Claudia Schiffer became one of the most prominent supermodels of the 1990s, playing a significant role in defining the golden age of runways and fashion culture. With her blonde bombshell look and striking beauty, she landed major fashion campaigns and magazine covers, establishing herself as a symbol of elegance and glamour. The long, luxurious hair of the *Totally Hair Barbie* doll, paired with her trendy outfit, reflects some of the iconic trends popularized by figures like Schiffer, who was immortalized in a Barbie doll by Mattel in 2023.

Originally from Rheinberg, Germany, Schiffer dreamed of becoming a lawyer. However, at the age of 17, her destiny changed dramatically when a modeling agent “discovered” her at a nightclub in Düsseldorf. Shortly after, she appeared on the cover of *Elle* France, and two years later, she became the face of the American brand Guess, which propelled her to international fame. Throughout the '90s, Schiffer was part of the supermodel phenomenon alongside icons like Cindy Crawford, Naomi Campbell, and Linda Evangelista. She became the face of major campaigns for Chanel, serving as one of Karl Lagerfeld's muses, and walked the runway for



"Karl was my magic dust, he transformed me from a shy German girl into a supermodel. He taught me about fashion, style and survival in the fashion business," said Schiffer about the German designer when he passed away in 2019. Above: the German model and the designer at Paris Fashion Week, in 1994.



The supermodel phenomenon, which Schiffer was a part of in the '90s, marked a golden era in the fashion industry, where a select group of models achieved an unprecedented celebrity status. Above: Carla Bruni, Schiffer, Donatella Versace, Naomi Campbell, Cindy Crawford, and Helena Christensen walk the Versace runway during Milan Fashion Week in 2017. Below: Schiffer, who has supported various causes and UNICEF programs since 1997, holds a baby in a village in the Chittagong Hill Tracts of Bangladesh in 2000.

brands such as Versace, Valentino, and Dolce & Gabbana. Her face appeared on more than a thousand magazine covers, from *Vogue* and *Harper's Bazaar* to *Cosmopolitan*, cementing her status as a global fashion icon.

Beyond modeling, Schiffer ventured into film and television, appearing in movies such as *Richie Rich* (1994) and *Love Actually* (2003). Over time, she expanded her career into design, creating a capsule shoe collection with Aquazzura in 2017 and three ceramic and porcelain collections for Vista Alegre and Bordallo Pinheiro. Additionally, since 1997, she has been committed to humanitarian causes and serves as a UNICEF ambassador. Today, Schiffer collaborates on various film projects alongside her husband, British director Matthew Vaughn. At the same time, she continues to participate in advertising campaigns and collaborates with different brands, including her recent appointment in 2024 as an ambassador for the skincare brand Rhode, founded by model Hailey Bieber. ★



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I try to extract
something positive
from every situation,
even if it's just
learning not to
make the same
mistake twice."

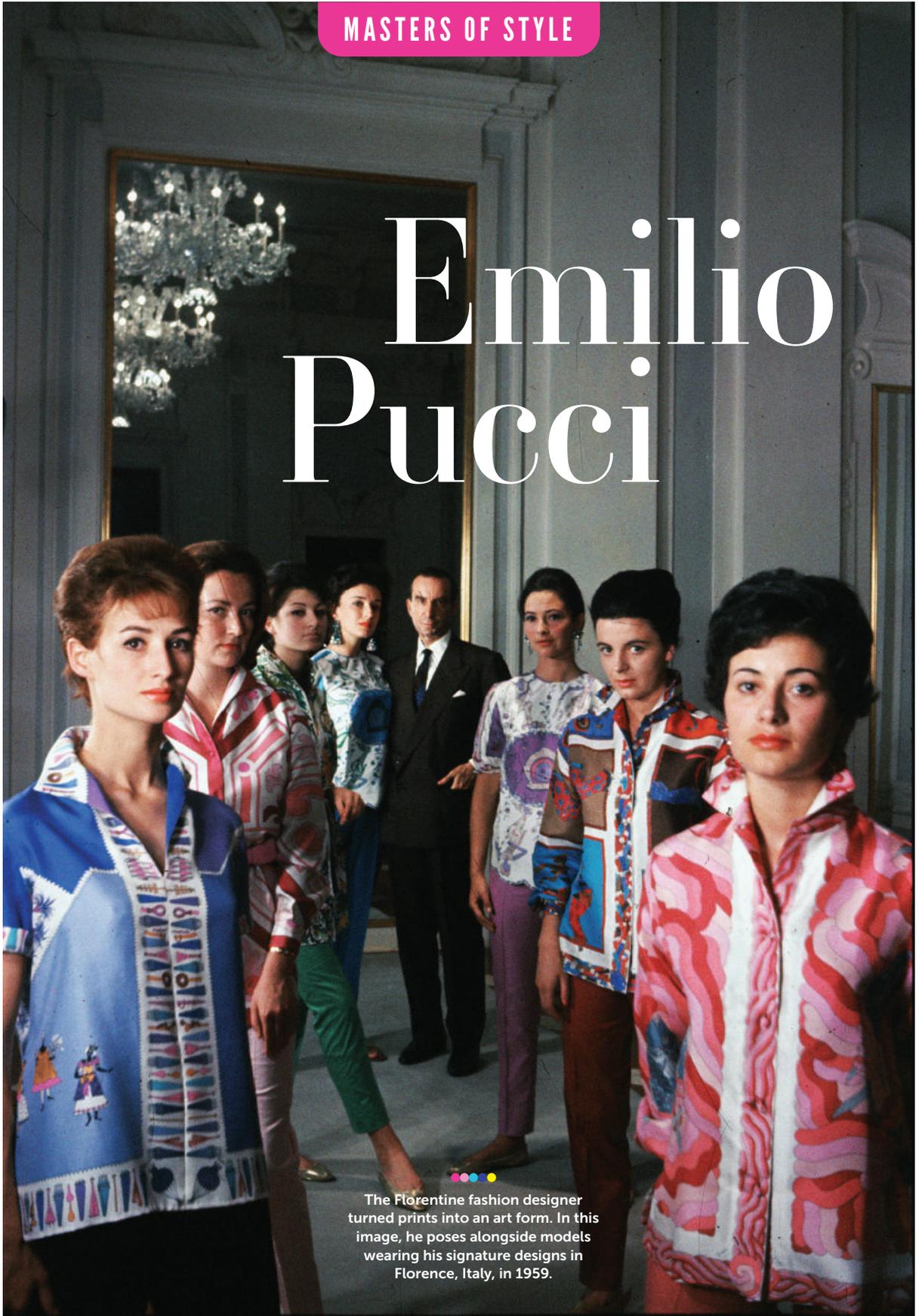
Claudia Schiffer



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Here, at the Chanel
Fall-Winter Haute
Couture show in
Paris, 1994.

MASTERS OF STYLE

Emilio Pucci



The Florentine fashion designer turned prints into an art form. In this image, he poses alongside models wearing his signature designs in Florence, Italy, in 1959.

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Emilio Pucci was an Italian designer known for his bold geometric prints and innovative use of color, which defined fashion in the 1960s and 1970s. The Florentine-born creative also popularized the use of synthetic fabrics, contributing to an aesthetic of luxury, sophistication, and joy that continues to be admired today. Inspired by this vision, the *Totally Hair Barbie* doll wears a dress full of color and movement, evoking Pucci's playful and recognizable style.

The designer's career began in the late 1940s when one of his ski outfits appeared in the U.S. edition of *Harper's Bazaar*. His elegant designs caused a sensation. After founding his brand in 1947 and establishing an haute couture house on the island of Capri in 1950, Pucci continued creating swimwear and exquisite silk scarves featuring bold prints. These designs would later inspire his successful line of dresses, which debuted that same year at his first runway show in Florence. While his brand was already gaining international recognition in the early 1950s, Pucci reached even greater status in the 1960s when style icons such as Marilyn Monroe, Sophia Loren, and Jackie Kennedy wore his creations.

By the mid-1990s, Pucci's designs were back in vogue. A wave of nostalgia for past styles sparked renewed interest in his prints, captivating a new and younger audience. Influential figures like Madonna played a key role in this revival, transforming the Pucci logo and aesthetic into symbols of status and sophistication. ★



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Celebrated as the "Prince of Prints," Pucci created colorful garments designed with rhythm and movement in mind. Top: A model walks the runway for the brand during Milan Fashion Week in 2018. Left: A signature Pucci shirtdress.

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