



Production notes: A two-tiered skirt. Made of silk, it feels good to the touch.



Production notes: A design with a triangular gusset that spreads out softly.



Production notes: The area around the shoulders is squeezed making the chest area appear prettier.



Production notes: A personally favorite. A petticoat made with lots of laces.

First Barbie

Unannounced Dresses

Official production on Barbie in Japan started in 1957 when then Vice President of Mettel, Inc. Seymour Adora and designer Charlotte Johnson visited Japan. As Johnson's assistant, Fumiko Miyatsuka designed 22 dresses for Barbie. As of today, each those have become premium items. The dresses presented here are prototypes that were designed in conjunction with the release of Barbie in the United States. These illustrious dresses, which were thought to have disappeared, were designed one after another leading up to the finished product and are now held in safekeeping.



Barbie
Dress Collection

© 2011 Mattel, Inc. All Rights Reserved.





Illustrious Prototype Dresses!



Barbie
Dress Collection

© 2011 Mattel, Inc. All Rights Reserved.



Back-left picture: A black coat dress which made it to market (#971 Easter Parade). This is a rare dress as only a few were ever produced. Up until just before release the coat was originally white, but was deemed to get dirty to easily and was thus changed to black.



At the prototype stage there were many dresses in which different colors, fabrics and materials, and even the designs were drastically changed. Each one was designed by Ms. Miyatsuka, and with her tailoring, resemble that which humans would wear. You can tell the level of care and detail that was put into each dress during their research and development.



Another one of Ms. Miyatsuka's favorite dresses. The one-point focus on the back of the dress is very elegant. Sadly, this never left the prototype stage.



Wedding Dress and Tuxedo



On February 2, 2011, Barbie and Ken reconciled. This was apparently a plan to resurrect their love 7 years in the making after the 2004 catastrophe. Part of the clothing that Ken, a doll introduced as Barbie's friend in 1961, wore was designed by Ms. Miyatsuka. Especially memorable among them was the tuxedo which is talked about in this book. The wedding dress and tuxedo featured in the picture above were both released to market.



There are accessories that bring to life the ideas of the author. Upper-left picture: a hat which drew inspiration from a baby's bowl. Left picture: a hand-knitted knit ensemble idea by Ms. Miyatsuka. Top-right picture: a bag of fruits which was designed when worrying about high costs. These ideas were later altered and built upon to create numerous dresses.



Barbie
Dress Collection

© 2011 Mattel, Inc. All Rights Reserved.





Outer packaging at the time of release. Originally there were 9 different colors of packaging but this was quickly reduced to 4. The pictured packaging were all designed by Ms. Miyatsuka.



The German fashion doll Bild Lilli is said to be the inspiration for Barbie. The doll was produced and released worldwide in 1955. Ruth Handler, Handler, one of the founders of Mattel, Inc., is credited with the creation of Barbie after gaining inspiration from seeing Bild Lilli.

The night before Barbie's birth...



Picture of Fumiko Miyatsuka (Maiden name: Nakamura). Behind Ms. Miyatsuka you can see prototype samples for Barbie from development. Pictured right are pattern papers and directions for clothing that made it to release. For each style, Ms. Miyatsuka created hundreds of thousands of these pattern papers and sent them to the United States.

