



## How about some Barbies! â€“ Two Dolls

#62







Starting Bid **\$70.00**

Retail Value \$120.00

Donated by Dennis & Hada Rogers

### Barbie President 2000 & Barbie 'bopsy' sensation!

**Barbie** is a [fashion doll](#) created by American businesswoman [Ruth Handler](#), manufactured by American toy and entertainment company [Mattel](#) and introduced on March 9, 1959. The toy was based on the German [Bild Lilli](#) doll which Handler had purchased while in Europe. The figurehead of an eponymous brand that includes a range of fashion dolls and accessories, Barbie has been an important part of the toy [fashion](#) doll market for over six decades. Mattel has sold over a billion Barbie dolls, making it the company's largest and most profitable line. The brand has expanded into [a multimedia franchise](#) since 1984, including video games, [animated films](#), television/web series, and a [live-action film](#).

Barbie and her male counterpart, [Ken](#), have been described as the two most popular dolls in the world. Mattel generates a large portion of Barbie's revenue through related [merchandise](#) —accessories, clothes, friends, and relatives of Barbie. Writing for *Journal of Popular Culture* in 1977, Don Richard Cox noted that Barbie has a significant impact on social values by conveying characteristics of female independence, and with her multitude of accessories, an idealized upscale lifestyle that can be shared with affluent friends.