

INTERNET

Moschino appeals to consumer nostalgia with throwback Barbie campaign

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Moschino Barbie

By STAFF REPORTS

Italian apparel and accessories label Moschino is teaming up with Mattel's Barbie to launch a high-fashion edition of the beloved doll.

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To launch the Moschino Barbie doll and the accompanying eight-piece capsule collection, the brand created a retro commercial, in which school-age children profess their adoration for the toy. This feeling of whimsy will likely resonate with consumers who played with Barbie themselves in their youth, causing demand and interest in the collectible.

Barbie girl

Moschino announced its Barbie on social media Oct. 30. The doll, to be sold exclusively on the label's ecommerce site and Net-A-Porter beginning Nov. 9, targets the fashion crowd, with an eight-piece ready-to-wear capsule collection designed specifically for the 11.5-inch style icon.

Playing off the Barbie commercials of yesterday, the brand created a short spot for the doll. Set to a retro jingle, in which female voices sing about the "totally hot, totally cool" toy, the campaign shows three children sitting at a table playing with the doll.

The enthused participants offer up statements such as "She's the most Moschino Barbie ever!" and "Moschino Barbie is so fierce."

In addition to showing the doll itself, the commercial depicts the dream house of the "girl who has it all," complete with her Moschino-stocked closet.

At the end, the tagline says, "Moschino Barbie: Fabulosity included."

Moschino Barbie!

This is not Moschino's first foray into the world of Barbie. Moschino let consumers experience "the dream" faster through a capsule collection available straight off its Barbie-themed runway show ([see story](#)).

The fashion industry has had a love affair with Barbie, with a recent collaborator being Karl Lagerfeld of Chanel and Fendi.

With the help of online retailer Net-A-Porter's Instagram account, the Karl Lagerfeld-inspired Barbie doll popped up at runway shows during Paris Fashion Week in 2014.

The limited-edition Barbie went on sale at exclusive retailers. Limited to only 999 pieces, the doll became a coveted novelty purchase for enthusiasts of Karl Lagerfeld's work and Barbie doll collectors ([see story](#)).

Barbie Lagerfeld sold out within a day on Net-A-Porter, and this new collaboration may see similar interest.

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