

COMMERCE

Oscar de la Renta kicks off bridal season with collector's edition Barbie

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Oscar de la Renta Barbie doll

By STAFF REPORTS

U.S. fashion house Oscar de la Renta has unveiled something blue for brides to be.

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The brand has partnered with Mattel's Barbie to create a collectible Gold Label doll for consumers of all ages to covet. During his lifetime, Mr. de la Renta designed a number of wedding gowns for celebrities and cultural figures, cementing his place in the bridal arena, making this collaboration with Barbie fitting.

Saying "I do" in Oscar

Oscar de la Renta shared its limited-edition Gold Label Barbie doll through an email sent to its newsletter subscribers. In the body of the email, consumers are shown details of the doll's dress and the collector's edition box that houses the Barbie.

The style of wedding gown worn by Barbie was inspired by a dress from Oscar de la Renta's spring 2014 bridal show. Barbie's Oscar de la Renta dress is in ivory with an overlay of guipure lace and has a chiffon trumpet silhouette.



Oscar de la Renta bridal Barbie

For the traditional something blue, the design features voluminous tiers of light blue tulle. The brand describes the dress as "marrying a modern, clean-lined design with Oscar de la Renta's romantic artistry."

Completing Barbie's look is high-jewelry, a bouquet, gold-accented pumps and an Old Hollywood styled chignon hair-do.

As a collector's edition, the Oscar de la Renta Gold Label Barbie has been produced in no more than 10,000 dolls worldwide and includes a certificate of authenticity. The Barbie can be purchased from Oscar de la Renta's Web site for \$175.



Oscar de la Renta bridal Barbie in box

Barbie is the subject of her own retrospective, which opens the doll's dream closet of high-fashion. The museum exhibit is at the Muse des Arts Dcoratifs in Paris and traces the beloved toy's roots and cultural impact.

Barbie has been a source of conflict and an inspiration since her debut in 1959, sparking conversations about fetishized bodies, female independence and the lasting impression the doll has left on generations of children. The exhibit, simply titled "Barbie," uses the doll as a catalyst to show how society has changed since Barbie's debut through the use of more than 700 of the toys ([see story](#)).

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