

APPAREL AND ACCESSORIES

Moschino preserves red carpet moment in designer dolls

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Moschino Barbie & Ken dolls

By STAFF REPORTS

Barbie is getting another high-fashion moment courtesy of Italian fashion label Moschino.

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Marking the brand's third collaboration with Barbie maker Mattel, the dolls wear the same outfits sported by Moschino creative director Jeremy Scott and model Stella Maxwell at the 2015 MTV Video Music Awards. Due to her fashionable positioning, Barbie has made frequent appearances in luxury designers' efforts, from sporting their clothing to acting as an influencer on social media.

Barbie world

The doll modeled after the Victoria's Secret Angel wears a black column gown with a ruffled detail from the brand's fall 2015 collection. Ken, posing beside her, wears a custom tuxedo designed and worn by Mr. Scott, which features colorful stripes that resemble a television test signal.

Each doll can be purchased individually for \$135, or together in a gift set for \$200.



Moschino Ken and Barbie dolls

Much like its previous efforts surrounding its custom dolls, Moschino looked to Barbie commercials of previous decades for a promotional film.

Set to a bouncy soundtrack, a female singer narrates the dolls' "walk" down a red carpet. As they do, other dolls are lined up to snap their picture.

#BarbiexMoschino!

Barbie has been dressed by a number of fashion's elite, owing to her style-centric branding.

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

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 ([see story](#)).

Barbie was also the subject of a museum exhibit at the Muse des Arts Decoratifs in Paris, which traced 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.

Included were more than 700 Barbie outfits designed by well-known designers, including Christian Lacroix, Jean Paul Gaultier, Christian Louboutin, Moschino and Karl Lagerfeld, among others ([see story](#)).