

AUTOMOTIVE

## Maserati, in bold move, releases custom Barbie-branded Grecale SUV

October 26, 2022



*Barbie x @Maserati hit the road in the new Maserati Grecale Fuoriserie in iridescent pink. Image credit: Maserati, Mattel*

---

By LUXURY DAILY NEWS SERVICE

Italian automaker Maserati unveiled a one-of-a-kind Barbie-branded SUV in partnership with U.S. toymaker Mattel Inc.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The customized vehicle, in Barbie's signature pink, was revealed at U.S. department store chain Neiman Marcus' holiday launch party in Los Angeles as one of this year's Neiman Marcus Fantasy Gifts. Part of the car sale's proceeds will go to charity.

This collaboration clearly targets fans of Barbie dolls.

For now, there is only one of the ultra-limited Barbie Maserati Grecale, and the only one that will be available in the U.S.

A second unit will be available next year, with details to come.



*The collaboration between Italy's Maserati and Mattel clearly eyes the potential of women customers for what is perceived as a muscular, masculine auto brand. Image credit: Maserati, Mattel*

#### Cars and dolls

Inspired by the "Barbiecore" phenomenon a style trend that involves a more-is-more philosophy and a lot of pink, the outside of the bespoke Maserati Grecale is done in Barbie pink with acid-yellow accents.

An iridescent topcoat reveals a rainbow effect in the light.

The interior features sleek black leather seats with pink accents and Barbie's "B" logo on the headrests.

A Trofeo version of the Grecale, the Barbie car sports a 530-horsepower V6 Nettuno engine.

The SUV was designed under Maserati's Fuoriserie customization program, which allows car lovers to create their own ultimate luxury car.



*The interiors show flashes of pink as the theme of Maserati x Barbie goes full throttle for the holiday season. Image credit: Maserati, Mattel*

The \$330,000 model is available as one of the 2022 Neiman Marcus Fantasy Gifts.

Through March 31, Mattel will donate 10 percent of the proceeds to the Barbie Dream Gap Project, which is the brand's initiative that partners with charities working to remove barriers and create opportunities for girls.