

# MADAME ALEXANDER®

collection 2019



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# MADAME ALEXANDER®

## Welcome to the New World of Madame Alexander

### New World, New Collection

Each year, for nearly 100 years, Madame Alexander has introduced unique dolls for children and collectors to enjoy. Innovation and creativity have inspired each of Madame's thousands of dolls, with creations ranging from storybook favorites to literary characters to high-fashion collectibles. With each Madame Alexander label, you can trust that your doll comes from a long line of predecessors created by Madame's passion for excellence.

This year, some of Madame's perennial favorites are returning, like Cissette and Pussycat, and they are still as compelling as they ever were. But we're also adding new dolls to address today's kids' needs. Our NYC-based design team is focused on the future, with exciting developments in the works.

It's a new world at Madame Alexander, one that will delight adults and kids alike. We invite you to come along with us on an exciting journey into play, bringing the best of the past into the future.

### Little Dolls for Big Imaginations

Because children have naturally wonderful imaginations, Madame Alexander knew that inspiring them would be simple. She believed in not over-complicating children's toys, but rather leaving the child to imagine a world all their own. Madame's dolls have always embodied that belief. With every charming and well-made doll, little ones are inspired to imagine, explore and create. It's so much more than play—it's about making it possible for children to discover compassion, confidence and empathy.

*Give a child a doll and watch  
their imagination bloom.*

Madame Alexander's primary goal was always to create dolls for children. As she said herself, "Dolls were meant to be played with and loved." Made for this mission, Madame Alexander baby dolls blend beauty with quality for a playmate that children will cherish. Our baby dolls are made to be played with safely and comfortably, with soft bodies and nontoxic materials. Every realistic detail—from tiny toes to soft eyelashes—is crafted to delight. Few interactive features and simple accessories invite little ones to imagine a world of their own making.



Due to the handcrafted nature of each Madame Alexander creation, products, contents and color may vary. Items are UPC coded.

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## A History of Inspiration

### Female Founded, Female Empowered

In 1923, at the age of 28, Madame Beatrice Alexander Behrman founded the Alexander Doll Company. Having grown up in her stepfather's doll hospital on Manhattan's Lower East Side, Madame was inspired by her love for dolls and driven by a dream of creating dolls that last. She believed dolls should be played with and loved—without breaking like the porcelain dolls of her time, and without sacrificing details or quality.

Madame was a pioneer in a male-dominated business world, introducing many toy industry firsts and even emerging from the Great Depression with a new, larger factory space. The dream of one hardworking woman set the Alexander Doll Company on a flourishing path, shaping the lives of children and collectors for generations.

The Alexander Doll Company went on to create iconic dolls that reflected history, culture, literature and art. Storybooks were brought to life with dolls such as Alice in Wonderland and Gone with the Wind's Scarlett

O'Hara. International dolls honored beauty in many different cultures and transported doll lovers to distant lands. The Alexander Doll Company grew to become a world-renowned doll maker known for quality and exquisite detail.

### Inspiring Imagination, Creativity and Love

Today, the Alexander Doll Company holds true to Madame Alexander's original vision—to create quality dolls that form meaningful, enduring and inspiring relationships. Our dolls have realistic details to encourage empathy in little ones and inspire passion in collectors. We promote imaginative play with simple accessories, allowing young minds to dream worlds of their own making. Nearly a century of dollmaking and expertise ensure that our dolls are made to last, so you can cherish your doll for years to come.

As we approach 100 years of quality toy making, the Madame Alexander Doll Company is committed to creating better dolls for a better world, just as Madame Alexander envisioned.



## About Madame

### Madame Alexander

We're often asked if Madame Alexander is a real person. Not only was she real, she was an iconic figure in the world of toys and was as unique as the dolls she created. As a pioneering businesswoman and exquisite doll designer, Madame Alexander shaped the doll industry with her revolutionary innovations and vibrant vision. She embodied a bold spirit and classic sense of style that she poured into each and every doll created for the Madame Alexander Doll Company. Because she viewed dolls as valuable learning tools that could teach children empathy, compassion and responsibility, Madame was passionate about making high-quality dolls that could be played with and loved.

Madame Alexander is responsible for creating the type of doll play we know today. Madame's earliest contribution was inspired by her time spent as a young girl in her stepfather's doll hospital, where she saw many beautiful porcelain dolls in constant repair. During a time when breakable, porcelain dolls were the standard, she fashioned a cloth doll that was meant to be both beautiful and played with. But that was just the beginning. Madame brought to life literary characters and notable people in a way not previously done before. An era of toy industry firsts carries her legacy into modern play.

### Not Just Better Dolls

Madame believed in furthering compassion, empathy and meaningful relationships through doll play and creativity. Drawing on classic literature and a variety of cultures, Madame created dolls that took people of all Age to new places of love and understanding. With the soul of an artist and the imagination of an inventor, she spent a lifetime crafting beautiful dolls that still inspire passion in collectors and expand children's imaginations. The Madame Alexander Doll Company honors her vision today with the purpose of inspiring a better tomorrow.

### Empowering Girls through Madame Alexander's Legacy

Born more than a century ago, Madame Beatrice Alexander Behrman is still a role model for girls today. Founding her company in 1923, Madame Alexander set out to create her own success through unmatched quality and ambition. As the daughter of two immigrants, Madame defied expectations and stereotypes to become a successful businesswoman in a world filled with businessmen. Her passion for literature, art and culture, combined with her love of dolls earned her numerous awards over her lifetime. Not only was she dedicated to her craft, she was also a dedicated mother who envisioned a better future for all women.

After nearly 100 years in business, the Madame Alexander Doll Company is devoted to carrying on Madame's mission of creating beautiful, quality dolls that deliver invaluable play experiences for children and inspire passion in collectors.



MADAME  
ALEXANDER®

Nurturing Dolls • Huggums

These classic 12" baby dolls are perfect for tiny hands. Made with soft bodies meant to be hugged. One of these adorable dollies will become your "baby's baby."



Pink Check Huggums • 12" Tall  
Age 2+ • Style # 29200



Huggums dolls are presented in classic  
Madame Alexander  
'shoebox' with pink tissue



New!

Mint Check Huggums • 12" Tall  
Age 2+ • Style # 75240

Nurturing Dolls • Huggums



Bubble Gum Huggable Huggums • 12" Tall  
Age 2+ • Style # 30170



Pink Bunny Huggums • 12" tall  
Age 2+ • Style # 28960



MADAME  
ALEXANDER®

Nurturing Dolls • Huggums



Pretty Pinafore Huggable Huggums • 12" Tall  
Age 2+ • Style # 36490



Huggums dolls are presented in classic  
Madame Alexander  
'shoebox' with pink tissue



Going to Grandma's Huggums • 12" Tall  
Age 2+ • Style # 28955

[www.madamealexander.com](http://www.madamealexander.com)



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Nurturing Dolls • Huggums



Christening Celebrations Huggable Huggums • 12" Tall  
Age 2+ • Style # 38900

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Nurturing Dolls • Pussycat

New!



Pussycat is presented in the classic Madame Alexander 'shoebox' with pink tissue (different doll shown)

She's back and as beautiful as ever! Pussycat is a soft, beautiful 14" baby dressed for a floral fête in a satin gown with a petal-filled skirt.

Pussycat Party Dress • 14" Tall  
Age 3+ • Style # 71590

[www.madamealexander.com](http://www.madamealexander.com)

## Nurturing Dolls • My First

Dressed in soft plush, this baby is the perfect first doll for any little one. Cute and cuddly, this twelve-inch newborn baby doll with a soft fabric body is ready to be hugged and snuggled.



My First Powder Pink • 12" Tall • Age Newborn+  
Style # 46670



Window Box



My First Mint • 12" Tall • Age Newborn+  
Style # 76045

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Nurturing Dolls • Babble Baby®

New!



Babble Baby® - Stripe • 14" Tall • Age 18 months+  
Style # 75230

New!



Gentle sounds  
engage your  
child!

Babble Baby® - Pink • 14" Tall • Age 18 months+  
Style # 75255

New!



Babble Baby® - Bear • 14" Tall • Age 18 months+  
Style # 75239



Presented in Window Box



MADAME  
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Nurturing Dolls • Cuddles



Dressed in flower printed tights and a soft pink plush hooded jacket with flower accents, this fourteen-inch cutie is ready to cuddle. Her beautiful face with painted features peeks out from under the hood, while her fabric body is perfect for tiny hands to hug with extra love.

Baby Cuddles • 14" Tall • Age 18 months+  
Style # 71915



Presented in Window Box

[www.madamealexander.com](http://www.madamealexander.com)

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Nurturing Dolls • Little Love Essentials / Splash and Play

New!



Little Love Essentials - Stripe Sleeper • 12" Tall  
Age Newborn+ • Style # 75195

New!



Little Love Essentials - Dot Dress • 12" Tall  
Age Newborn+ • Style # 75200

New!



Splash and Play Mermaid • 12" Tall • Age 2+  
Style # 75239

Little Love Essentials are soft, cuddly and safe for even the smallest doll lover. These fabric-bodied dolls are perfect for infants and a great gift for a baby shower or first birthday.

Splash and Play Mermaid is designed for time in the tub! Doll is fully submersible and comes dressed in a mermaid swim set with a hooded towel 'tail.' Age 2 +

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Nurturing Dolls • Sweet Baby Nursery

Sweet Baby Nursery dolls are perfect for tiny hands. These twelve-inch baby dolls are designed to engage little ones' senses. All are crafted of baby-safe materials, from their soft fabric bodies and outfits to their vinyl faces, and are scented with a calming lavender scent.



Presented in Window Box



Sweet Baby Nursery Little Love Princess • 12" Tall • Age 2+  
Lavender scented!  
Style # 73015



Sweet Baby Nursery Little Love Essentials • 12" Tall • Age 2+  
Lavender scented!  
Style # 73025



Presented in Window Box

[www.madamealexander.com](http://www.madamealexander.com)

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Nurturing Dolls • Lee Middleton

These realistic 16" baby dolls have natural features and lifelike expressions.  
Soft weighted bodies make these newborn dolls feel so cuddly and real!  
Every doll is accompanied by a blanket and adoption certificate.



Newborn Baby Assortment - African-American  
16" Tall • Age 2+  
Style # 71523R



Presented in Window Box





# MADAME ALEXANDER®

## Nurturing Dolls • Lee Middleton



Newborn Twins • 16" Tall • Age 2+  
Style # 72855

These realistic 16" baby dolls have natural features and lifelike expressions. Soft weighted bodies make these newborn dolls feel so cuddly and real! Every doll is accompanied by a blanket and adoption certificate.



Presented in Window Box



Baby Bundle Carrier • Age 2 +  
Style # 71770



Presented in Window Box

[www.madamealexander.com](http://www.madamealexander.com)

## Nurturing Dolls • Newborn Nursery

These 19" newborns are designed to look and feel just like a real baby. Realistic features like soft skin and wispy hair encourage your little one to love and nurture. These updated Newborn Nursery dolls include an adoption certificate and are now offered packed in a modified window box (not pictured). These dolls are recommended for Age 3+ because of their heavier, lifelike weight.

New!



Little Sweetheart Light Skin Tone  
Blue Eyes/Blonde Hair • 19" Tall • Age 3+  
Style # 76000

New!



Beautiful Baby Light Skin Tone  
Brown Eyes/Black Hair • 19" Tall • Age 3+  
Style # 76025

New!



Angel Love Dark Skin Tone  
Brown Eyes/Black Hair • 19" Tall • Age 3+  
Style # 76035

New!



Baby Face Medium Skin Tone  
Brown Eyes/Brown Hair • 19" Tall • Age 3+  
Style # 76030

## Nurturing Dolls • Newborn Nursery

These 19" newborns are designed to look and feel just like a real baby. Realistic features like soft skin and wispy hair encourage your little one to love and nurture. These updated Newborn Nursery dolls include an adoption certificate and are now offered packed in a modified window box (not pictured). These dolls are recommended for Age 3+ because of their heavier, lifelike weight.



Munchkin Light Skin Tone  
Blue Eyes/Brown Hair • 19" Tall • Age 3+  
Style # 76015



Sweet Baby Light Skin Tone  
Blue Eyes/Blonde Hair • 19" Tall • Age 3+  
Style # 76005



Munchkin Light Skin Tone  
Blue Eyes/Strawberry Blonde Hair • 19" Tall  
Age 3+ • Style # 76020



Sweet Baby Light Skin Tone  
Brown Eyes/Brown Hair • 19" Tall • Age 3+  
Style # 76010

## Nurturing Dolls • Newborn Nursery

Limited stock available of these Newborn Nursery dolls in 2018 outfit.  
Please note, these dolls are sold without packaging.



Sweet Baby Light Skin Tone  
Brown Eyes/Brown Hair  
19" Tall • Age 3+  
Style # 00929



Munchkin Light Skin Tone  
Blue Eyes/Strawberry Blonde Hair  
19" Tall • Age 3+  
Style # 02553



Little Sweetheart Light Skin Tone  
Blue Eyes/Blonde Hair  
19" Tall • Age 3+  
Style # 00924



Sweet Baby Light Skin Tone  
Blue Eyes/Blonde Hair  
19" Tall • Age 3+  
Style # 00928



Munchkin Light Skin Tone  
Blue Eyes/Brown Hair  
19" Tall • Age 3+  
Style # 00934



Nurturing Dolls • Newborn Nursery Accessories



Pacifier  
Age 3+ • Peggable (with hangtag)  
Style # 76075



Blanket Assortment  
12 assorted blankets, 6 pink, 4 white, 2 blue  
Age 3+ • Peggable (with header)  
Style # 76080



## Madame Alexander Collectible Dolls - Celebrations

New!



Birthday Joy - Light Skin/Blue Eyes/Blonde Hair  
8" Tall • Articulated Wendy Body • Age 14+  
Style # 75110

New!



Birthday Joy - Light Skin/Brown Eyes/Brunette Hair  
8" Tall • Articulated Wendy Body • Age 14+  
Style # 75117

New!



First Communion Blessings -  
Light Skin/Brown Eyes/Brunette Hair  
8" Tall • Articulated Wendy Body • Age 14+  
Style # 75095

Also available, not shown:

Birthday Joy - Dark Skin/Brown Eyes/Brunette Hair  
8" Tall • Articulated Wendy Body • Age 14+  
Style # 75120

Birthday Joy -  
Medium Skin/Brown Eyes/Brunette Hair  
8" Tall • Articulated Wendy Body • Age 14+  
Style # 75115

First Communion Blessings -  
Light Skin/Blue Eyes/Blonde Hair  
8" Tall • Articulated Wendy Body • Age 14+  
Style # 75090

First Communion Blessings -  
Medium Skin/Brown Eyes/Brunette Hair  
8" Tall • Articulated Wendy Body • Age 14+  
Style # 75097

## Madame Alexander Collectible Dolls - Ballet

New!



Butterfly Ballerina -  
Light Skin/Brown Eyes/Brown Hair  
8" Tall • Articulated Wendy Body • Age 14+  
Style # 75180

also available, not shown:  
Butterfly Ballerina -  
Dark Skin/Brown Eyes/Brunette Hair  
8" Tall • Articulated Wendy Body • Age 14+  
Style # 75185



Collectible dolls are presented in classic  
Madame Alexander  
'shoebox' with pink tissue





## Madame Alexander Collectible Dolls - Little Women

New!



Little Women Amy • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75160

New!



Little Women Beth • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75175

New!



Little Women Meg • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75165

New!



Little Women Jo • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75170



## Madame Alexander Collectible Dolls - Storybook

New!



1001 Nights • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75105

New!



Mermaid Princess • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75100

New!



A Little Fairy Dust • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75075



Fairy Tale Cinderella • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75080

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Madame Alexander Collectible Dolls - International Princesses

New!



Indian Raajakumaaree • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75140

New!



Scottish Banfhath • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75135

New!



Greek Prinkípissa • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75130



Spanish Princesa • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75070

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Madame Alexander Collectible Dolls -  
International Princesses/International Dolls



German Prinzessin • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75065

New!



Little Piper • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75045



Collectible dolls are presented in classic  
Madame Alexander  
'shoebox' with pink tissue  
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## Madame Alexander Collectible Dolls - Seasonal

New!



Potions and Purrs • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75125



Tricks and Treats Wendy • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75040

New!



(left) Icy Elegance -  
Light Skin/Blue Eyes/Blonde Hair  
8" Tall • Articulated Wendy Body • Age 14+  
Style # 75150

also available (not shown)  
Icy Elegance -  
Dark Skin/Brown Eyes/Black Hair  
8" Tall • Articulated Wendy Body • Age 14+  
Style # 75155



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Madame Alexander Collectible Dolls - Seasonal

New!



Cabin Christmas • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75145



Twinkling Star Angel • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75030



Clara In The Nutcracker • 8" Tall  
Articulated Wendy Body • Age 14+  
Style # 75050



Collectible dolls are presented in classic  
Madame Alexander  
'shoebox' with pink tissue

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## Madame Alexander Collectible Dolls - Cissette

New!



Sugar Plum Fairy - Light Skin/Blue Eyes/Blonde Hair • 10" Tall • Articulated Cissette Body • Age 14+  
Style # 75060

Also available, not shown:

Sugar Plum Fairy - Dark Skin/Brown Eyes/Brunette Hair • 10" Tall • Articulated Cissette Body • Age 14+  
Style # 75063



*“Love is in the details.”*

*— madame alexander*

MADAME  
ALEXANDER®

600 Third Ave, 2nd Floor  
New York NY 10016

“Dolls are  
made to be  
*played* with  
and *loved*.”

- Madame Alexander



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