MADAME ALEXANDER collection 2019
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www.madamealexander.com
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. © 2019 Madame Alexander Doll Company (2018) LLC. All photography and contents are the sole and exclusive property of the Madame Alexander Doll Company (2018) LLC. Reproduction is prohibited without prior written consent.
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.
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

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

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

www.madamealexander.com
Nurturing Dolls • Huggums

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

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

www.madamealexander.com
Nurturing Dolls • Huggums

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

Going to Grandma’s Huggums • 12” Tall
Age 2+ • Style # 28955

Huggums dolls are presented in classic Madame Alexander ‘shoebox’ with pink tissue
Nurturing Dolls • Huggums

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

www.madamealexander.com
Babble Baby® is ready to be your baby’s baby! Choose from three adorable styles: each doll has a beautiful face with painted features, gentle, realistic sound feature, and a soft fabric body that’s perfect for tiny hands to hug with extra love.

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

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

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

Presented in Window Box
Baby Cuddles • 14” Tall • Age 18 months+
Style # 71915

Presented in Window Box

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.

www.madamealexander.com
Nurturing Dolls • Little Love Essentials / Splash and Play

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

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

**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 +
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.

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

www.madamealexander.com
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
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.

Presented in Window Box

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

Baby Bundle Carrier • Age 2+
Style # 71770

Presented in Window Box
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.
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

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

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

**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

**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

www.madamealexander.com
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
Birthday Joy - Light Skin/Blue Eyes/Blonde Hair
8” Tall • Articulated Wendy Body • Age 14+
Style # 75110

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

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

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

www.madamealexander.com
Madame Alexander Collectible Dolls - Storybook

New!

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

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

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

Scottish Banfhlath • 8” Tall
Articulated Wendy Body • Age 14+
Style # 75135

Greek Prinkipissa • 8” Tall
Articulated Wendy Body • Age 14+
Style # 75130

Spanish Princesa • 8” Tall
Articulated Wendy Body • Age 14+
Style # 75070
Madame Alexander Collectible Dolls -
International Princesses/International Dolls

Collectible dolls are presented in classic
Madame Alexander
‘shoebox’ with pink tissue
www.madamealexander.com
Madame Alexander Collectible Dolls - Seasonal

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

www.madamealexander.com
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

www.madamealexander.com
Madame Alexander Collectible Dolls - Cissette

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

www.madamealexander.com
“Love is in the details.”
— madame alexander
“Dolls are made to be played with and loved.”

- Madame Alexander