

### GROW, PLAY, COLLECT...

Welcome to the exciting 2015 catalog of dolls and gifts for girls of all ages by Madame Alexander, the Doll Authority for more than four generations. With every doll and accessory line, Madame Alexander upholds our proud tradition of unrivaled craftsmanship, attention to detail, and the many unique features designed to engage your child and enrich her special experience with her most beloved companions.

This year, Madame Alexander brings more innovation and excitement to our ever-expanding world of delightful Baby dolls, Play dolls and accessories, and our highly prized Collection dolls, all for babies and girls to play and grow with through every age and developmental stage. For 2015, we also celebrate the 150th Anniversary of Alice in Wonderland with a unique reimagined Alice, and fly into the future with new DC Comics action dolls for your Supergirl.

We give little girls even more ways to connect and create with our new interactive babblebaby™ doll, exciting Do It Myself™ play elements for our 18" Favorite Friends™ collection, new Madame Alexander 7" Travel Friends™ available in the International and Princess collections, and much more. So come inside and discover how Madame Alexander provides a lifetime of doll fun, play, growing, collecting and gifting for all the girls in your life!

#### LEGEND









Washable Fully Articulated

Bent Knee

Window Box Packaging

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Madame Alexander Baby offers the perfect baby doll for every little girl, from soft, huggable companions for your newborn to more life-like baby dolls and accessories for the nurturing toddler who loves playing mommy. Innovation and technology is prominent this year with our new babblebaby<sup>TM</sup> and two new music dolls, My Little Zebra and Polka Dot Puppy Lullaby Baby.







Madame Alexander's play dolls are often a little girl's best friend. This year, we enrich that special relationship with new Do It Myself™ creative play elements for our 18" Favorite Friends™ Collection, along with two new Isaac Mizrahi 18" Fashion dolls, and new, award-winning 7" Madame Alexander Travel Friends™ in two collections, International and Princess, for playful and portable fun.

Madame Alexander continues our legacy of creating gorgeous collectible dolls that are loved and admired, while staying abreast of the latest pop culture, fashion and design trends and adapting to what is new and popular. In 2015, we pay homage to Cissy™, Madame Alexander's 21" fashion doll, with a stunning collection – "The Glamorous Life of Cissy"."



Celebrate the 150th Anniversary Alice of this classic story by Lewis Carroll with a range of wonderful new giftables. From the **first-time apparel** sets for your baby to reimagined collectables, Madame Alexander offers gifts for Alices of all ages!



#### New!

**70420** CHESHIRE CAT PLUSH 8" All ages



### **New!**70410 WHITE RABBIT PLUSH

8" All ages





#### New!

70425 CHESHIRE CAT INFANT GIFT SET Includes onesie, plush and bib Baby size 3-6 months



#### New!

70430
ALICE IN WONDERLAND
INFANT GIFT SET
Includes onesie,
plush and bib
Baby size 3-6 months

















# baby





## baby













### baby **New! 70250** I LOVE MY THUMB Makes real sucking sounds Includes pacifier 12" Ages 3 and up *New!* 70120 ZIPPITY DOO Zip, tie, play! Includes tote Ages 3 and up 69015 **BATH TIME BABY** Totally submersible doll. Includes hooded towel, 2 fish and 2 bottles Ages 2 and up THE THE PARTY OF T madamealexander.com | 19



## baby









70140
BABY CARE KIT
BACKPACK OR TOTE
Includes bib, lotion bottle, baby bottle, bowl, spoon and sippy cup
Ages 3 and up



**70130** STROLLER Ages 3 and up



70145
BABY DOLL CARRIER
Includes, receiving blanket
Fits up to 14" Doll
Ages 3 and up
Does not include doll



46967
CLOTH LAYETTE CARRIER
Ages 3 and up
Does not include doll











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Playful, portable and fun! Our award-winning line of 7" Madame Alexander Travel Friends<sup>TM</sup> dolls are available in two irresistible collections, International and Princesses. Each Madame Alexander Travel Friend<sup>TM</sup> has a beautiful painted face, removable clothing, rooted hair, 9 points of movement and is completely poseable. Ages 3 and up.















**Do It Myself<sup>TM</sup>** - I'm a designer, a hair stylist, a fashion artist! For 2015, it's all about fun, personal creativity, and imaginative play. With Do It Myself<sup>TM</sup> elements and sets, girls express themselves, their way. Color your own dress outfit, pick your favorite hair color, add hair extensions, and decorate the accessories. The possibilities are endless. Great for group fun, too! Ages 3 and up.





68930
DOIT MYSELF™ - DECORATE HATS Includes 3 hats and accessories
Fits most 18" dolls
Ages 3 and up



68910
HAIR EXTENSIONS
Includes 4 hair extensions, 3 bows and accessories
Fits most 18" dolls
Ages 3 and up



WIG PACK
68935 - STRAWBERRY BLONDE
68940 - BLACK
68945 - BLONDE
Fits most 18" dolls - Ages 3 and up



68720
GET WELL ACCESSORY PACK
Includes crutches, 2 casts, ice pack, bandage stickers and card
Fits most 18" dolls
Ages 3 and up











## play







67330 ARMOIRE Includes 3 hangers 12"W x 20" x 7.5"D Ages 3 and up

### New! 70200

KNOCK DOWN FURNITURE
Build and decorate! Fits together like a
puzzle. Comes with easy to assemble
pieces and colorful stickers
Ages 3 and up



















# ABI

#### AMERICAN BALLET THEATRE®





68175 COLUMBINE
FROM THE NUTCRACKER
COLLECTION
Includes mask
10"

Ages 14 and up

60665 CLARA
FROM THE NUTCRACKER
COLLECTION
Includes nutcracker
10"
Ages 14 and up

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#### $\it the Collection$













#### the Collection



Ages 14 and up

#### the Collection

#### The Glamorous Life of $Cissy^{\mathsf{TM}}$

First introduced in the 1950's, Cissy<sup>TM</sup>, the first fashion doll with a mature face and body, epitomized the style of that era. Madame Alexander delivers a stunning collection reflecting Cissy's<sup>TM</sup> life that is sure to impress any fan.





## ISAAC MIZRAHI



Ages 14 and up



Style number: **70635** \$20.00