

COLLECTION 2020

MADAME ALEXANDER®



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KIND KIDS FOR GENERATIONS

Kindness and compassion are the most powerful gifts a parent can give a child, and Madame Alexander dolls have helped parents make kind kids for generations! With love passed from grandparent to parent to child, Madame Alexander dolls have taught kindness and prompted healthy imaginative play for nearly a century.

In 1923, Madame Beatrice Alexander Behrman founded the Alexander Doll Company. Madame was inspired by her love for dolls and driven by a dream of creating dolls that teach, comfort, inspire and last. She believed dolls should be played with and loved, without sacrificing details or quality.

Today, the Alexander Doll Company holds true to Madame Alexander's vision – to create quality dolls that form meaningful, enduring and inspiring relationships.

OUR DOLLS

- have realistic, engaging features to encourage empathy in little ones, teaching them kindness and caring.
- promote imaginative, screen-free play by allowing young minds to dream worlds of their own making.
- are created with beautiful details that inspire passion in collectors.
- are made to last, so you can cherish your doll for years to come. Madame Alexander dolls have the longest tradition in US toy history to give and teach love!



ABOUT MADAME

- Madame was an iconic figure in the world of toys, and created the type of doll play we know today.
- During a time when breakable, porcelain dolls were the standard, she fashioned dolls meant to be both beautiful and play-worthy. Madame brought innovative, durable new materials and features to dolls.
- She empowered kids' imaginations when she brought to life literary characters and notable people in a way not previously done before.

- Born more than a century ago, Madame Beatrice Alexander Behrman is still a role model for girls today. Madame Alexander set out to create her own success, and as the daughter of two immigrants, Madame defied expectations and stereotypes to become a successful businesswoman.
- 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 envisioned a better future for all women.

MADAME ALEXANDER DOLL CO. TODAY

- 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 and learning experiences for children and inspire passion in collectors. We honor her vision today with the purpose of inspiring a better, kinder tomorrow.



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

A Pink Check Huggums

Light Skin Tone • 12" Tall
Age 2+ • Style # 29200

B New! Pink Check Huggums

Medium Skin Tone • 12" Tall
Age 2+ • Style # 76295

C Mint Check Huggums

Light Skin Tone • 12" Tall
Age 2+ • Style # 75240





C Christening Celebrations Huggable Huggums

Light Skin Tone • 12" Tall

Age 2+ • Style # 38900

D Going to Grandma's Huggums

Light Skin Tone • 12" Tall

Age 2+ • Style # 28955

E New! Kitty Huggable Huggums

Light Skin Tone • 12" Tall

Age 2+ • Style # 76150

F Bubble Gum Huggable Huggums

Light Skin Tone • 12" Tall

Age 2+ • Style # 30170

G Pretty Pinafore Huggable Huggums

Light Skin Tone • 12" Tall

Age 2+ • Style # 36490

H Pink Bunny Huggums

Light Skin Tone • 12" Tall

Age 2+ • Style # 28960



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ALEXANDER®



Nurturing Dolls

PUSSYCAT

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 is presented in the classic Madame Alexander 'shoebox' with pink tissue.

A New! Pussycat Party Dress • Brunette • 14" Tall
Age 3+ • Style # 76305

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

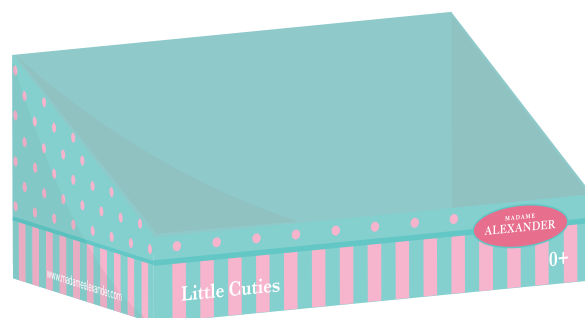




Nurturing Dolls

LITTLE CUTIES

These new 8" Little Cuties come dressed for fun in soft removable outfits. Little Cuties are packed in three assorted styles, 12 in each display unit.



C New! Little Cuties
8" Tall • Age Newborn+
Style # 20190

MADAME
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A New! My First Powder Pink
Medium Skin Tone • 12" Tall
Age Newborn+ • Style # 46673

B My First Mint
Light Skin Tone • 12" Tall
Age Newborn+ • Style # 76045

C My First Powder Pink
Light Skin Tone • 12" Tall
Age Newborn+ • Style # 46670

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 soft fabric body is ready to be hugged and snuggled.



Nurturing Dolls

LITTLE LOVE ESSENTIALS

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.



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

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



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.



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

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



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.



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

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Nurturing Dolls

BABBLE BABY®

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; and a soft fabric body that's perfect for tiny hands to hug with extra love.

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

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

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



D

D Splash and Play Mermaid • 12" Tall
Age 2+ • Style # 76050



Nurturing Dolls

SPLASH AND PLAY

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.'



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 Newborn Nursery dolls include an adoption certificate and are now offered packed in a modified window box. These dolls are recommended for Age 3+ because of their heavier, lifelike weight.





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



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



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



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

Newborn Nursery is ready to be your baby's baby!



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



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



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



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

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 an accessory and adoption certificate.





A Newborn Baby Assortment

African American • 16" Tall • Age 2+
Style # 71523R

B Newborn Baby Pink Cloud

Light Skin Tone • 16" Tall • Age 2+ • Style # 72850

C Newborn Twins

Light Skin Tone • 16" Tall • Age 2+ • Style # 72855

D Baby Bundle Carrier

Age 2+ • Style # 71770





A Birthday Joy

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

B Birthday Joy

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

C Birthday Joy

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

D Birthday Joy

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



Collectible Dolls CELEBRATIONS

E First Communion Blessings

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

F First Communion Blessings

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

G First Communion Blessing

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



A Clara in the Nutcracker
8" Tall • Articulated Wendy Body • Age 14+
Style # 75050

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

C Butterfly Ballerina
Dark Skin/Brown Eyes/Brunette Hair
8" Tall • Articulated Wendy Body • Age 14+
Style # 75185

Collectible Dolls BALLET

D New! Blushing Ballerina
Medium Skin/Green Eyes/Red Hair
8" Tall • Articulated Wendy Body • Age 14+
Style # 76271

E New! Blushing Ballerina
Light Skin/Blue Eyes/Blonde Hair
8" Tall • Articulated Wendy Body • Age 14+
Style # 76270

Collectible Dolls

LITTLE WOMEN



F Little Women Jo

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

G Little Women Meg

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

H Little Women Beth

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

I Little Women Amy

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

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Collectible Dolls STORYBOOK

A New! Unicorn Fairy
8" Tall • Articulated Wendy Body • Age 14+
Style # 76275

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

C New! Beauty and the Rose
8" Tall • Articulated Wendy Body • Age 14+
Style # 76230



D New! Hua Mulan

8" Tall • Articulated Wendy Body • Age 14+
Style # 76235

E New! Ice Queen

8" Tall • Articulated Wendy Body • Age 14+
Style # 76240

F Mermaid Princess

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

G A Little Fairy Dust

8" Tall • Articulated Wendy Body • Age 14+
Style # 75075

Collectible Dolls

INTERNATIONAL PRINCESSES



A



B



C



D



A Scottish Banfhath

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

B Indian Raajakumaaree

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

C Greek Prinkípissa

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



D New! English Princess
8" Tall • Articulated Wendy Body • Age 14+
Style # 76215

E New! Polish Ksiezniczka
8" Tall • Articulated Wendy Body • Age 14+
Style # 76225

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



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A Cabin Christmas

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

B New! Cottage Christmas

8" Tall • Articulated Wendy Body • Age 14+
Style # 76255

C New! Christmas Cheer

8" Tall • Articulated Wendy Body • Age 14+
Style # 76250



Collectible Dolls SEASONAL

D Icy Elegance

Dark Skin/Brown Eyes/Black Hair
8" Tall • Articulated Wendy Body • Age 14+
Style # 75155



E Icy Elegance

Light Skin/Blue Eyes/Blonde Hair
8" Tall • Articulated Wendy Body • Age 14+
Style # 75150

Collectible Dolls
SEASONAL





A New! Twinkling Star Angel

Medium Skin/Brown Eyes/Brunette Hair
8" Tall • Articulated Wendy Body • Age 14+
Style # 75031

B Twinkling Star Angel

Light Skin/Blue Eyes/Blonde Hair
8" Tall • Articulated Wendy Body • Age 14+
Style # 75030

C New! Lil' Leprechaun

8" Tall • Articulated Wendy Body • Age 14+
Style # 76245

D Little Piper

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

E New! Darling Devil

8" Tall • Articulated Wendy Body • Age 14+
Style # 76260







Collectible Dolls

CISSETTE

A New! Sweet Celebrations

Dark Skin/Brown
Eyes/Brunette Hair
10" Tall • Articulated Cissette Body
Age 14+
Style # 76285

B New! Sweet Celebrations

Light Skin/Blue
Eyes/Blonde Hair
10" Tall • Articulated Cissette Body
Age 14+
Style # 76280

C New! Pride and Prejudice

10" Tall • Articulated Cissette Body
Age 14+
Style # 76290

Madame Alexander Doll Company
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MADAME
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“Dolls are made
to be *played* with
and *loved*.”

- Madame Alexander

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