

MAADAMME ALEXANDER®

MID-YEAR COLLECTION 2021

2021



Adoption Day Baby
Includes all supplies
needed to care for a baby
including a blanket & a bottle.



WELCOME

The Madame Alexander Doll Company has been making high quality dolls that have been passed down from generation to generation since 1923. We invite you to continue a beloved family tradition or start your own with a doll that will express your love and keep the spirit of kindness alive for years to come!

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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.

Play Dolls

KINDNESS CLUB® ACTIVITY SETS

Kindness Club® Activity Sets keep your child's imagination active for hours of creative play. The Salon Day Set comes with everything needed for creating new styles. The Great Outdoor Set is essential for hours of imaginative adventures.



A **New!** Kindness Club - Great Outdoors Set • Light/Blue/Brunette • 14" Tall
Age 3+ • Style # 20441

B **New!** Kindness Club - Salon Day Set • Light/Blue/Blonde • 14" Tall
Age 3+ • Style # 20439





Play Dolls

KINDNESS CLUB®

Meet the Kindness Club®, girls with big hearts and big dreams to make the world a better place, teaching caring and respect for all people. These 14" dolls have molded, poseable bodies, realistic fixed eyes, engaging outfits, and beautiful rooted hair with a colorful highlight!



A New! Kindness Club - Rosa

Medium Skin Tone/Brown Eyes/Brunette Hair
14" Tall • Age 3+ • Style # 20216

B New! Kindness Club - Zola

Dark Skin Tone/Brown Eyes/Black Hair
14" Tall • Age 3+ • Style # 20218

C New! Kindness Club - Harper

Light Skin Tone/Blue Eyes/Blonde Hair
14" Tall • Age 3+ • Style # 20254

D New! Kindness Club - Paisley

Light Skin Tone/Brown Eyes/Brunette Hair
14" Tall • Age 3+ • Style # 20255

E New! Kindness Club - Brooks

Light Skin Tone/Blue Eyes/Blonde Hair
14" Tall • Age 3+ • Style # 20215

F New! Kindness Club - Emmi

Light Skin Tone/Brown Eyes/Black Hair
14" Tall • Age 3+ • Style # 20217

G New! Kindness Club - Avi

Light Skin Tone/Blue Eyes/Brunette Hair
14" Tall • Age 3+ • Style # 20256





MADAME
ALEXANDER®



Nurturing Dolls

ADOPTION DAY BABY

This adorable 14" baby doll is just waiting to be adopted and loved. Includes a cradle/changing table, blanket, pacifier, diaper and Birth Certificate to make it official, this little one has almost everything you need.

Complete baby's needs with the Adoption Day Essentials in pink or gray. They include a mattress, bottle, lotion bottle, wipe case, bib, onesie, blanket and pillow.





A **New!** Adoption Day baby • Girl/Light/Blue • 14" Tall
Age 3+ • Style # 20451

F **New!** Adoption Day baby • Essentials Pink
Age 3+ • Style # 20482

B **New!** Adoption Day baby • Girl/Medium/Brown • 14" Tall
Age 3+ • Style # 20453

G **New!** Adoption Day baby • Essentials Gray
Age 3+ • Style # 20483

C **New!** Adoption Day baby • Girl/Dark/Brown • 14" Tall
Age 3+ • Style # 20454

D **New!** Adoption Day baby • Girl/Light/Brown • 14" Tall
Age 3+ • Style # 20452

E **New!** Adoption Day baby • Boy/Light/Blue • 14" Tall
Age 3+ • Style # 20455



F



G



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

B New! My First Mint
Dark Skin Tone • 12" Tall
Age Newborn + • Style # 20302

C New! My First Lavender
Light Skin Tone • 12" Tall
Age Newborn + • Style # 20298

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

E New! My First Powder Pink
Dark Skin Tone • 12" Tall
Age Newborn + • Style # 46671

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

G New! My First Lavender
Dark Skin Tone • 12" Tall
Age Newborn + • Style # 20300



E

F

G

Nurturing Dolls

MY FIRST

Dressed in soft plush, this baby is the perfect first doll for any little one. Cute and cuddly, this 12" newborn baby doll with a soft fabric body is ready to be hugged and snuggled.





Nurturing Dolls

PEEKABOOS®

This sweet 12" baby doll is cuddly, cute and will fuel your child's imagination for hours of fun! Doll is dressed in an adorable plush animal hoodie that can pull up or down to play peek-a-boo. Soft and squeezable with painted facial features, this baby will inspire lots of nurturing play!





A New! Peekaboos® - Llama - Light Skin Tone
• 12" Tall • Age Newborn + • Style # 20108

C New! Peekaboos® UniCat - Medium Skin Tone
• 12" Tall • Age Newborn + • Style # 20418

B New! Peekaboos® - UniCat - Light Skin Tone
• 12" Tall • Age Newborn + • Style # 20111

D New! Peekaboos® UniCat - Dark Skin Tone
• 12" Tall • Age Newborn + • Style # 20419

E New! Peekaboos® Sloth - Light Skin Tone
• 12" Tall • Age Newborn + • Style # 20110



Play Dolls

ACCESSORIES

These classic doll play accessories create terrific opportunities for fun with Madame Alexander dolls, build motor skills and engage your growing child... they're essential to doll play!



Includes storage bag!





A. Soft Gray Pack and Play Age 2+ • Style # 20378

B. Soft Gray Car Seat/Carrier Age 2+ • Style # 20377

C. Soft Gray Umbrella Stroller Age 2+ • Style # 20376

D. Soft Gray Clip On Chair Age 2+ Style # 20379

E. Soft Gray On the Go Essentials Age 3+ • Style # 20381

F. Soft Gray Fabric Doll Carrier Age 2+ • Style # 20380



Baby can ride in front or back!



MADAME
ALEXANDER®

Parents®
**BEST
TOYS**
- 2020 -



Nurturing Dolls

SWEET SMILES

Parents® Magazine Best Toys of 2020 Winner! This adorable 14" baby is just the right size for snuggling! Baby has sleep eyes and a soft body with weighted bottom, so it feels so real to your child! Dressed in classic pink bunny pajama or striped kitty dress with legging. Includes bottle.



A New! Sweet Smiles - Kitty - Light Skin Tone • 14" Tall
• Age 12 months + • Style # 20244

B New! Sweet Smiles - Pink - Medium Skin Tone • 14" Tall
• Age 12 months + • Style # 20242

C New! Sweet Smiles - Pink - Light Skin Tone • 14" Tall
• Age 12 months + • Style # 20210

D New! Sweet Smiles - Pink - Dark Skin Tone • 14" Tall
• Age 12 months + • Style # 20243

Nurturing Dolls

LITTLE CUTIES

This delightful 8" baby doll is a child's "go anywhere" companion! Take baby on visits, in the car, to the store! Soft fabric body, with molded head with painted features, molded limbs, all ready for cuddling! Wears a removable printed jersey knit outfit with a hat or headband. Each doll is packed with a hangtag.



A Little Cuties Assortment

- Light Skin Tone • 8" Tall • Age Newborn +
- Style # 20190

B Little Cuties - Pink Case Pack

- Medium Skin Tone • 8" Tall • Age Newborn +
- Style # 20402

C Little Cuties - Pink Case Pack

- Dark Skin Tone • 8" Tall • Age Newborn +
- Style # 20403



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600 Third Ave, 2nd Floor
New York NY 10016

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

- Madame Alexander

www.madamealexander.com

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Grow with
Madame
Alexander!