

MADAME ALEXANDER®

COLLECTION 2022





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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, and without sacrificing details or quality.

Today, the Madame 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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Nurturing Dolls

LITTLE CUTIES

Delightful 8" baby doll is a child's "go anywhere" companion. Take baby on visits, in the car, and to the store. Soft fabric body, with molded head, 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





A My First Lavender

- Light Skin Tone • 12" Tall
- Age Newborn + • Style # 20298

B My First Powder Pink

- Medium Skin Tone • 12" Tall
- Age Newborn + • Style # 46673

C My First Mint

- Dark Skin Tone • 12" Tall
- Age Newborn + • Style # 20302

G My First Lavender

- Dark Skin Tone • 12" Tall
- Age Newborn + • Style # 20300

D My First Powder Pink

- Light Skin Tone • 12" Tall
- Age Newborn + • Style # 46670

E 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



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 soft fabric body is ready to be hugged and snuggled.



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ALEXANDER®



Nurturing Dolls

PEEKABOOS®

This sweet 12" baby doll is cuddly, cute and will fuel your child's imagination for hours of fun! She's 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 Peekaboos® - Llama - Light Skin Tone
• 12" Tall • Age Newborn + • Style # 20108

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

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

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

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





Nurturing Dolls

SWEET SMILES

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, striped kitty dress with legging or cuddly koala jumper. Comes with bottle.

B



D

E



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

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

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

E New! Sweet Smiles - Cuddly Koala - Light Skin Tone
 • 14" Tall • Age 12 months + • Style # 20592

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



Nurturing Dolls

BABY CUDDLES

A family favorite, Baby Cuddles is the perfect size for nurturing play! Baby Cuddles has a darling face with sleep eyes and a soft fabric body perfect for hugs. Offered in three darling styles.





A Baby Cuddles • Unicorn Jumper
• 14" Tall • Age 18 months + • Style # 20389

C New! Baby Cuddles • Pink Floral • Dark Skin Tone
• 14" Tall • Age 18 months + • Style # 20595

B New! Baby Cuddles • Pink Floral • Light Skin Tone
• 14" Tall • Age 18 months + • Style # 20593

D New! Baby Cuddles • Pink Floral • Medium Skin Tone
• 14" Tall • Age 18 months + • Style # 20594

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



Sound Feature

Nurturing Dolls

BABBLE BABY®



Just press the belly, and Babble Baby's gentle, realistic sound feature will engage your child in hours of play. Babble Baby has a sweet face with sleep eyes, an adorable outfit, and a soft body for your child to cuddle. Choose from two styles. Batteries included.

- A New! Babble Baby® - Starfish**
• 14" Tall • Age 18 months + • Style # 20597
- B New! Babble Baby® - Pink Swan**
• 14" Tall • Age 18 months + • Style # 20596



Nurturing Dolls

SPLASH AND PLAY

C **New!** Splash and Play Seahorse

• 12" Tall • Age 2+ • Style # 20599

D **New!** Splash and Play Mermaid Princess

• 12" Tall • Age 2+ • Style # 20598

Our Splash and Play babies will be your child's bestie at the beach or in the bath! Fully submersible, they float and drip-dry. Two styles, each dressed in a sea-themed swim set with a hooded towel. Includes squirt toy and a bottle.



Nurturing Dolls

SWEET BABY NURSERY®

Sweet Baby Nursery dolls are perfect for tiny hands. These 12" baby dolls are designed to engage little ones' senses, and are crafted of baby-safe materials, from their soft fabric bodies and outfits to their molded faces. Choose from four styles: Blossoms & Bows and Bows & Bears each include a soft hoodie; Little Love Essentials includes a plush llama, bib, blanket and bottle; Little Love Princess includes a blanket and bottle.

**A New! Sweet Baby Nursery
Bows & Bears** • 12" Tall • Age 2 +
Style# 20590

**B Sweet Baby Nursery Little
Love Princess** • 12" Tall • Age 2 +
Style# 20383

**C New! Sweet Baby Nursery
Blossoms & Bows** • 12" Tall • Age 2 +
Style# 20591

**D Sweet Baby Nursery Little
Love Essentials** • 12" Tall • Age 2 +
Style # 20384





Nurturing Dolls

MY LITTLE GIRL®

This adorable 14" toddler doll is ready to be your child's special friend! She has rooted hair in adorable pigtails, sleep eyes, and a soft body with a weighted bottom. Dressed for playtime in a sweet polka dot pinafore, tee, leggings, and headband, or a day out in rainbow overalls and striped tee. Includes comb and brush.

E My Little Girl - Polka Dot Pinafore - Dark Skin Tone
• 14" Tall • Age 2+ • Style # 20222

F My Little Girl - Polka Dot Pinafore - Medium Skin Tone
• 14" Tall • Age 2+ • Style # 20221

G My Little Girl - Polka Dot Pinafore - Light Skin Tone
• 14" Tall • Age 2+ • Style # 20219

H New! My Little Girl - Rainbow Overalls - Light Skin Tone
• 14" Tall • Age 2+ • Style # 20600

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Dolls not included with F and G.

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 tube, wipe case, bib, onesie, blanket and pillow.





A New! Adoption Day Baby - Girl/Light/Brown
 • 14" Tall • Age 3+ • Style # 20452

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

C New! Adoption Day Baby - Girl/Light/Blue
 • 14" Tall • Age 3+ • Style # 20451

D New! Adoption Day Baby - Boy/Light/Blue
 • 14" Tall • Age 3+ • Style # 20455

E New! Adoption Day Baby - Girl/Dark/Brown
 • 14" Tall • Age 3+ • Style # 20454

F New! Adoption Day Baby - Essentials Pink
 • Age 3+ • Style # 20482

G New! Adoption Day Baby - Essentials Gray
 • Age 3+ • Style # 20483



F



G

Play Studio™



Dolls not included.

A Soft Gray Clip On Chair
• Age 2+ • Style # 20379



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



Includes diaper bag with fold-out changing pad, bottle, pacifier, bib, disposable diapers, food container, spoon, toothpaste tube, and toothbrush

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



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!



D Soft Gray Pack and Play

• Age 2+ • Style # 20378



Includes storage bag!

E Soft Gray Umbrella Stroller

• Age 2+ • Style # 20376



F Soft Gray Fabric Doll Carrier

• Age 2+ • Style # 20380





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 Lavender Check Huggums® • Light Skin Tone
• 12" Tall • Age 2+ • Style # 20414

B Mint Check Huggums® • Light Skin Tone
• 12" Tall • Age 2+ • Style # 75240

C Lavender Check Huggums® • Dark Skin Tone
• 12" Tall • Age 2+ • Style # 20417

D Pink Check Huggums® • Light Skin Tone
• 12" Tall • Age 2+ • Style # 29200

E Lavender Check Huggums® • Medium Skin Tone
• 12" Tall • Age 2+ • Style # 20416



F Pink Bunny Huggums®

12" Tall • Age 2+ • Style # 28960

G Christening Celebrations Huggable Huggums®

12" Tall • Age 2+ • Style # 38900

H Kitty Huggable Huggums®

12" Tall • Age 2+ • Style # 76150

I Going to Grandma's Huggums®

12" Tall • Age 2+ • Style # 28955

J Bubble Gum Huggable Huggums®

12" Tall • Age 2+ • Style # 30170

K Pretty Pinafore Huggable Huggums®

12" Tall • Age 2+ • Style # 36490





Nurturing Dolls

PUSSYCAT

A favorite for decades! Pussycat is a soft, beautiful 14" baby dressed for a party in a matelasse heart dress. Pussycat is presented in the classic Madame Alexander 'shoebox' with pink tissue.



A New! Pink Hearts Pussycat
• 14" Tall • Age 3+ • Style # 20601

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 packed in a window box and accompanied by a blanket, pillow and adoption certificate.



B

B Newborn Baby Pink Cloud

• 16" Tall • Age 2+ • Style # 72850



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



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



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

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 packed in a modified window box. These dolls are recommended for Age 3+ because of their heavier, lifelike weight.



E Baby Face
Medium Skin Tone
Brown Eyes
Brown Hair
19" Tall • Age 3 +
Style # 76O30



F Beautiful Baby
Light Skin Tone
Brown Eyes
Black Hair
19" Tall • Age 3 +
Style # 76O25



G Munchkin
Light Skin Tone
Blue Eyes
Strawberry Blonde Hair
19" Tall • Age 3 +
Style # 76O20



H Sweet Baby
Light Skin Tone
Blue Eyes
Blonde Hair
19" Tall • Age 3 +
Style # 76O05



D Angel Love
Dark Skin Tone
Brown Eyes
Black Hair
19" Tall • Age 3 +
Style # 76O35



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IT'S
ALL
ME!



Play Dolls

IT'S ALL ME!®



It's All Me!® A mash-up of kids' favorite activities! These 8" dolls are highly posable and engaging, each combining two fun pastimes in one set, with outfits and accessories to match!



A New! It's All Me! - Artist + Cheerleader
Dark Skin Tone/Brown Eyes/Brunette Hair
8" Tall • Age 3+ • Style # 20612



D New! It's All Me! - Dance + Swim
Light Skin Tone/Blue Eyes/Blonde Hair
8" Tall • Age 3+ • Style # 20609



B New! It's All Me! - Camping + Chess
Light Skin Tone/Brown Eyes/Red Hair
8" Tall • Age 3+ • Style # 20611



E New! It's All Me! - Tennis + Ice Cream
Medium Skin Tone/Brown Eyes/Brunette Hair
8" Tall • Age 3+ • Style # 20607



C New! It's All Me! - Basketball + PaddleBoard
Light Skin Tone/Blue Eyes/Blonde Hair
8" Tall • Age 3+ • Style # 20608



F New! It's All Me! - Yoga + Baker
Light Skin Tone/Blue Eyes/Brunette Hair
8" Tall • Age 3+ • Style # 20610



A Kindness Club - Avi

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

B Kindness Club - Brooks

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

C Kindness Club - Emmi

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

D Kindness Club - Harper

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

E Kindness Club - Rosa

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

F Kindness Club - Zola

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

G Kindness Club - Paisley

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





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!



Outfit only this page

Play Dolls

KINDNESS CLUB®
OUTFIT SETS



Build your Kindness Club® collection with fun fashion sets to encourage imaginative play!



A New! Kindness Club - Winter Carnival Set
Outfit only • Age 3+ • Style # 20685



B New! Kindness Club - Sun Is Fun Set
Outfit only • Age 3+ • Style # 20686



C New! Kindness Club - Kind Is Cool Set
Outfit only • Age 3+ • Style # 20603



D New! Kindness Club - Happy Hearts Set
Outfit only • Age 3+ • Style # 20605





Dolls included this page.

E New! Kindness Club - Great Outdoors Set
Light/Blue/Brunette

14" Tall • Age 3+ • Style # 20441

F New! Kindness Club - Salon Day Set
Light/Blue/Blonde

14" Tall • Age 3+ • Style # 20439



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.



Collectible Dolls
CELEBRATIONS

A New! First Communion Day
Light Skin Tone/Brown Eyes/Brunette Hair
8" Tall • Articulated Wendy Body • Age 14 +
Style # 20554

B New! First Communion Day
Light Skin Tone/Blue Eyes/Blonde Hair
8" Tall • Articulated Wendy Body • Age 14 +
Style # 20555

C New! First Communion Day
Medium Skin Tone/Brown Eyes/Brunette Hair
8" Tall • Articulated Wendy Body • Age 14 +
Style # 20556



D New! A Birthday Wish
 Light Skin Tone/Blue Eyes/Blonde Hair
 8" Tall • Articulated Wendy Body • Age 14 +
 Style # 20553

E New! A Birthday Wish
 Medium Skin Tone/Brown Eyes/Brunette Hair
 8" Tall • Articulated Wendy Body • Age 14 +
 Style #20551

F New! A Birthday Wish
 Light Skin Tone/Brown Eyes/Brunette Hair
 8" Tall • Articulated Wendy Body • Age 14 +
 Style # 20550

G New! A Birthday Wish
 Dark Skin Tone/Brown Eyes/Brunette Hair
 8" Tall • Articulated Wendy Body • Age 14 +
 Style # 20552



Collectible Dolls
STORYLAND

A New! Snow White

8" Tall • Articulated Wendy Body • Age 14 +
Style # 20535

B Hua Mulan

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

C Sea Sprite

8" Tall • Articulated Wendy Body • Age 14 +
Style # 76395

D New! Goldilocks

8" Tall • Articulated Wendy Body • Age 14 +
Style # 20534



E New! Red Riding Hood
 8" Tall • Articulated Wendy Body • Age 14 +
 Style # 20533

F New! Alice
 8" Tall • Articulated Wendy Body • Age 14 +
 Style # 20549



G New! Fairy Godmother
 8" Tall • Articulated Wendy Body • Age 14 +
 Style # 20532





Collectible Dolls
SEASONAL

A New! Grandma's Irish Dancer
8" Tall • Articulated Wendy Body • Age 14 +
Style # 20543

B New! Easter Egg Hunt
8" Tall • Articulated Wendy Body • Age 14 +
Style # 20536

C New! Easter Sunday
8" Tall • Articulated Wendy Body • Age 14 +
Style # 20537



D New! Pirate Lass

10" Tall • Articulated Cissette Body • Age 14 +
Style #20542

E New! Bee-Witched

8" Tall • Articulated Wendy Body • Age 14 +
Style # 20541

F Magic Moonlight

10" Tall • Articulated Cissette Body • Age 14 +
Style # 76410



MADAME
ALEXANDER®



Collectible Dolls SEASONAL

A New! Vintage Christmas
10" Tall • Articulated Cissette Body • Age 14 +
Style # 20558

B New! Christmas Morning
8" Tall • Articulated Wendy Body • Age 14 +
Style # 20538

C New! Woodland Christmas
8" Tall • Articulated Wendy Body • Age 14 +
Style # 20539

D New! Golden Holiday Celebration
Light Skin/Blue Eyes/Brunette Hair
8" Tall • Articulated Wendy Body • Age 14 +
Style # 20540



D

E

F

E New! Golden Holiday Celebration

Dark Skin/Brown Eyes/Brunette Hair
 8" Tall • Articulated Wendy Body • Age 14 +
 Style # 20562

F New! Snowflake Angel

8" Tall • Articulated Wendy Body • Age 14 +
 Style # 20548





A New! Swan Lake - The Black Swan

10" Tall • Articulated Cissette Body • Age 14 +
Style # 20546

B New! Swan Lake - The White Swan

10" Tall • Articulated Cissette Body • Age 14 +
Style # 20547

C Snowfall Solo

8" Tall • Articulated Wendy Body • Age 14 +
Style # 76350

D Jolly Jeté

Dark Skin/Brown Eyes/Brunette Hair
10" Tall • Articulated Cissette Body • Age 14 +
Style # 76360



Collectible Dolls

BALLET



E New! Sugar Plum Fairy • Light Skin Tone
8" Tall • Articulated Wendy Body • Age 14 +
Style # 20545

G New! Sugar Plum Fairy • Dark Skin Tone
8" Tall • Articulated Wendy Body • Age 14 +
Style # 20563

F New! Clara in the Nutcracker
8" Tall • Articulated Wendy Body • Age 14 +
Style # 20544

H Aqua Arabesque
8" Tall • Articulated Wendy Body • Age 14 +
Style # 76370



A

B

A Sweet Celebrations

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

B Sweet Celebrations

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

Collectible Dolls
CISSETTE



C



C New! Emma
Light Skin/Blue Eyes/Blonde Hair
10" Tall • Articulated Cissette Body • Age 14 +
Style # 20557



Collectible Dolls INTERNATIONAL



A New! Monaco

8" Tall • Articulated Wendy Body • Age 14 +
Style # 20530

B New! Egypt

8" Tall • Articulated Wendy Body • Age 14 +
Style # 20528

C New! Netherlands

8" Tall • Articulated Wendy Body • Age 14 +
Style # 20529

MADAME
ALEXANDER®

CELEBRATING
99 YEARS OF
*Love in the
Details!*



For 99 years, Madame Alexander Doll Company has made beautiful dolls for children, families and collectors. Madame always said “Love is in the Details,®” and we could not agree more. Every doll is crafted for generations of play.

But we’re just getting started. Next year, in 2023, Madame Alexander will welcome its Centennial year. We’re so very focused on bringing doll lovers the best for our special year! It’s time to celebrate Madame and her special accomplishments that made play what it is today!

Join us in the celebration! Watch our social media channels for exciting announcements, history, events, and more!





600 Third Ave, 2nd Floor
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“Dolls are
made to be
played with
and *loved*.”

- Madame Alexander

www.madamealexander.com

Connect With Us!



Grow with
Madame
Alexander!