

CASE STUDY: BARBIE

Industry: Retail

Capability: Environmental

Unapologetically girl. 100 million new Barbie girls – of all ages – can experience the lifestyle brand in all its glory

Barbie began life as a toy. Along the way, she became a fashion icon, an artist's muse, and a collector's item. Her 50th anniversary gave Mattel an occasion to create a stage to celebrate and showcase every aspect of the Barbie lifestyle. Around the world, Barbie has achieved beloved iconic status. So where better to redefine Barbie's relevancy than the premier fashion district of one of the global economy's fastest-growing markets Shanghai, China.



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The House of Barbie opens its doors in Shanghai. Eight floors of playground meets luxury boutique – all inspired by one little doll

A larger than life figure needs a larger than life home. The creation of the Barbie flagship store was the fulfillment of Richard Dickson's, GM, VP of the Barbie brand, vision of bringing the world of Barbie to life. More than brand stewards, we acted as creative catalysts – crossing disciplines to collaborate with architects and experience developers. Creating a showcase unlike any other – part fantasy, part groundbreaking marketing laboratory for exploring new ways of merchandising the Barbie brand at all levels of retail. Across eight floors, customers can shop a full range of Barbie merchandise, model Barbie fashion on an in-store runway, sample Barbie cosmetics, relax at a spa, dine and socialise, and enjoy the world's largest and most comprehensive collection of Barbie dolls.



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Build it and they will come.

Barbie's dream house has been enthusiastically embraced as a retail and lifestyle destination: over a million girls and women have explored the store within its first year

Heralded by industry experts and recognised for "innovative strategies that help business achieve specific goals", the store was awarded the 2009 BusinessWeek and Architectural Record Excellence Award. Its other awards include Interior Design Magazine's prestigious 2009 Best of the Year award for interior design. With the fusion of business, brand, entertainment and lifestyle, the iconic doll now has a global landmark to headline her ever-expanding role in China and the world.

