



MADAMME ALEXANDER

COLLECTION 2017

Building a Path to Passion...

ONE DOLL AT A TIME



Madame Alexander dolls have been a coveted collectible for over 90 years, spanning across many different age groups. Some collect Wendy and others collect baby dolls. There are a variety of collections including ballerinas that take center stage while others feature dolls from around the world. From Fashion Dolls to our favorite licensed friends, one thing is certain, every Madame Alexander collection starts with a first doll.

Our hope is to inspire years of collecting that can begin at any age. We have put this catalog together starting with dolls geared toward our youngest collectors, hoping that they will follow the path of collectability with dolls that please them as they grow, eventually entering into the world of our most beautiful collectible dolls. We call this the "Path to Passion" and we look forward to celebrating every step along the way.



“Dolls are made to be played with and loved”

MADAME BEATRICE ALEXANDER

Bonjour Bébé

Say hello to our impossibly chic and charming Pussycat Dolls. Fashioned in the classic Madame Alexander hues, our most exquisite baby dolls are the perfect gift for the special little one in your life.



A. Ma Chérie Pussycat 14" 71855 B. Mademoiselle Pussycat 14" 71860



Hug Your Huggums®

A timeless favorite, Huggums are beloved by children and collectors alike.
A Madame Alexander classic!



C. Pink Check Huggums® Dark Skin Tone 12" 29201 D. Pink Check Huggums® 12" 29200 E. Pink Bunny Huggums® 12" Includes plush bunny. 28960 F. Going to Grandma's Huggums® 12" 28955 G. Christening Celebration Huggable Huggums® 12" 38900 H. Bubble Gum Huggable Huggums® 12" 30170 Also Available: Pretty Pinafore Huggable Huggums® 12" 36490



Adopt the very best! Our Newborn Nursery baby dolls, featuring Middleton sculpts, are incredibly life-like and feel like a real baby.



Become a little mommy with your new bundle of joy.

A. Duck Wrist Rattle O1361 B. Bear Wrist Rattle O1363

Also Available: Clear Plastic Isolettes Fits 19" Newborn Nursery Dolls. OO698

LM Liner Fits Isolettes. 68120



Little Sweetheart 19" OO925
Light Skin Tone, Brown Eyes
Brown Hair



Angel Love 19" O1383
Dark Skin Tone, Brown Eyes
Brown Hair



Sweet Baby 19" OO928
Light Skin Tone, Blue Eyes
Blonde Hair



Darling Angel 19" OO937
Medium Skin Tone, Brown Eyes
Brown Hair

Welcome Your New Baby

With many different hair, eye, and skin color combinations you can adopt the perfect baby for your growing family.



Little Sweetheart 19" OO924
Light Skin Tone, Blue Eyes
Blonde Hair



Cuddle Me 19" O2554
Light Skin Tone, Green Eyes
Strawberry Blonde Hair



Munchkin 19" OO934
Light Skin Tone, Blue Eyes
Brown Hair



Cuddle Me 19" O1380
Light Skin Tone, Blue Eyes
Blonde Hair



Beautiful Baby 19" OO936
Medium Skin Tone, Brown Eyes
Black Hair



Cuddle Me 19" O1381
Light Skin Tone, Brown Eyes
Brown Hair



Munchkin 19" OO932
Light Skin Tone, Blue Eyes
Blonde Hair



Little Sweetheart 19" OO926
Light Skin Tone, Blue Eyes
Brown Hair

Best Dressed Babies

The finest fashions for your Newborn Nursery.



Fashions For Any Occasion

From bedtime to playtime!



A. Dressy Denim Outfit O2588 B. Blowing Bubbles Outfit 69060 C. Dainty Daffodils Romper and Hat O2590 D. Blue Fleece Blanket OO657
E. Pink Pacifier O2500 F. Pink Turtle Onesie and Hat O2558 G. Hair Care Set O2502 H. Reversible Pillow Blue/Pink 67880
I. Furry Friends Pajamas O2582 J. Puppy Pajamas O2433 K. Pink Duck Sleeper and Hat O1043

L. Stripe Love T-shirt O2250 M. Ribbon Capris O2251 N. Pink Petal Outfit & Bonnet O2587 O. White Tights O1377
P. Denim Jacket O2595 Q. Denim Jeans O2594 R. Blue Striped Sneakers O2508 S. Pink/White Socks O1399
T. Lilac Love Outfit 69065 U. Pink Flutter 67550 V. White Onesie O2596 W. Denim Overalls 67545 X. Dino Hoodie Outfit O2583
Y. Little Lion Pajamas O2581 Z. Blue Pacifier O2501 Also Available: White Tennis Shoes O2514



Caring, Loving, Fun!

Babblebaby™ is the perfect doll for the nurturing little mommy in your life. With over 80 sounds like giggling and cooing, she will enjoy endless hours of fun and caring for her baby.



- A. Angel Love 19" Dark Skin Tone, Brown Eyes, Brown Hair 69540
- B. Baby Face 19" Light Skin Tone, Blue Eyes, Blonde Hair 69550
- C. Baby Face 19" Light Skin Tone, Brown Eyes, Brown Hair 69545
- D. Munchkin 19" Light Skin Tone, Blue Eyes, Brown Hair 69530
- E. Sweet Baby 19" Light Skin Tone, Blue Eyes, Blonde Hair 69535
- F. Munchkin 19" Light Skin Tone, Blue Eyes, Blonde Hair 69525
- G. **New!** Little Sister Purple Layette* 14" 72060
- H. **New!** Little Sister Pink/Grey Layette* 14" 72065
- I. Little Sister Green Stripe* 14" 71155



Little Sister

Good things come in small packages.
Meet Babblebaby™ Little Sister with over 80 real baby sounds.





Perfect for tiny hands. These twelve inch baby dolls are designed to engage your little one's senses. All are crafted of baby-safe materials from their soft fabric bodies and outfits, to their vinyl faces.



Splish Splash

What's more fun than playing with your favorite doll? Playing with a favorite doll in the bathtub, of course!



A. **NEW!** Little Love Essentials* 12" Includes blanket, bib, lovey and bottle. 73025 B. **NEW!** Little Love Princess* 12" Includes blanket. 73015
C. **NEW!** Little Love Twins* 12" Includes 2 dolls. 72835

D. **NEW!** Splash & Play Baby* 12" Totally submersible doll. Includes hooded towel, 1 fish and 1 bottle. Ages 2 and up. 73020
E. Splash & Play Mermaid Blonde 9" Bath time play and machine washable. All ages. 70060 F. Splash & Play Mermaid Pink 9" Bath time play and machine washable. All ages. 70065 G. Splash & Play Mermaid Blue 9" Bath time play and machine washable. All ages. 70500
H. Bath Time Baby* 12" Totally submersible doll. Includes hooded towel, 2 fish and 2 bottles. Ages 2 and up. 69015



sweet baby nursery

Introducing our smallest baby yet! These eight inch Cuties are the perfect size to go with you, everywhere!



A. **NEW!** Little Cuties PDQ 8" Includes an assortment of 6 lavender scented Little Cuties. 72991R



My First Baby Doll

When it comes to your baby's first doll, trust the doll experts at Madame Alexander. My First Baby® collection is designed with soft, huggable cloth bodies.



B. Baby Powder Pink* 12" 46670 C. Baby Powder Lilac* 12" 46672 Also Available: Baby Powder Pink* Dark Skin Tone 12" 46671
 D. Sweat Pea Diaper* 12" 46971 E. Little Flower Button* 12" 70110 F. Rock-A-Bye Musical Bear* Lullaby Baby plays music. 12" 71810
 G. Polka Dot Puppy* Lullaby Baby plays music. 12" 70100 H. The Peekaboos Bear 9" 68740 I. The Peekaboos Kitty 9" 68735
 J. The Peekaboos Bluebird 9" 68760 K. The Peekaboos Dog 9" 68745

baby cuddles

Adorable fourteen inch babies every child will cherish – with open and shut eyes.



A. Baby Cuddles* 14" 18 months and up. 71915 B. Hearts a Flutter* Dark Skin Tone 14" 18 months and up. 46847
 C. Peppermint Kisses* 14" Ages 3 and up. 68855 D. **NEW!** Strolling with Mommy Includes stroller and doll. Fits up to 14" doll. Ages 3 and up. 72790
 E. Backpack/Doll Carry Case Fits up to 14" doll. Doll not included. Ages 3 and up. 70125 F. Baby Goes For A Ride* Includes stroller and doll.
 Fits up to 14" doll. Ages 3 and up. 70245



On The Go

The best accessories for the on the go mommy! Perfect for Sweet Baby Nursery and Baby Cuddles!





Soft & Sweet

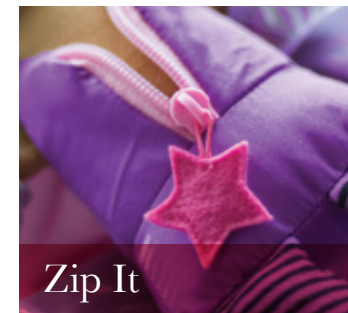
Our collection of playful plush dolls are cushioned for little fingers and ready for lots of hugs.



- A. Cotton Candy Ballerina 12" Machine washable. All ages. 68700
- B. Bubble Gum Ballerina 12" Machine washable. All ages. 68695
- C. Very Berry Ballerina 12" Machine washable. All ages. 68705
- D. Candy Kisses 10" Surface washable. Ages 3 and up. 68715
- E. Candy Hugs 10" Surface washable. Ages 3 and up. 68710
- F. Snugglebaby 14" All ages. 69100
- G. Cheshire Cat 8" All ages. 70420
- H. Alice In Wonderland 8" All ages. 70400
- I. White Rabbit 8" All ages. 70410

Activity Time

Sensory activity toys are designed to engage and heighten baby's senses with strong visual and touch features like buttons, snaps and zippers.



- J. "Dress Me" Super Hero Princess Brunette 12" Machine washable. 18 months and up. 71325
- K. "Dress Me" Super Hero Princess Blonde 12" Machine washable. 18 months and up. 71326
- L. "Dress Me" Super Hero Princess Dark Skin Tone 12" Machine washable. 18 months and up. 71327



Disney THE MUPPETS

These adorable Muppet dolls and hand puppets will provide hours of imaginative play for fans of all ages.



A. Fozzie Bear Puppet 10" Ages 2 and up. 68370 B. Miss Piggy Puppet 10" Ages 2 and up. 68360
 C. Kermit The Frog Puppet 10" Ages 2 and up. 68355 D. Animal 9" All ages. 68390 E. Kermit The Frog 9" All ages. 68380
 F. Animal Puppet 10" Ages 2 and up. 68365 G. Fozzie Bear 9" All ages. 68395 H. Miss Piggy 9" All ages. 68385

The WIZARD of OZ™

Snuggle up to your favorite soft characters.



I. GLINDA THE GOOD WITCH™ 12" Machine washable. All ages. 66755 J. SCARECROW™ 12" Machine washable. All ages. 66775
 K. COWARDLY LION™ 12" Machine washable. All ages. 66805 L. DOROTHY™ 12" Machine washable. All ages. 66660
 M. TIN MAN™ 12" Machine washable. All ages. 66800 N. WICKED WITCH OF THE WEST™ 12" Machine washable. All ages. 66700



Grab your RUBY SLIPPERS™ and click your heels because THERE'S NO PLACE LIKE HOME.™
 DOROTHY™ and GLINDA THE GOOD WITCH™ will take you on a fantastic
 adventure down the YELLOW BRICK ROAD.™



A. DOROTHY™ AND TOTO™ Dorothy 18". Includes plush toto. 71710 B. GLINDA THE GOOD WITCH™ 18" Includes crown and wand. 71715
 C. **NEW!** WICKED WITCH OF THE WEST™ 7" 73045 D. **NEW!** TIN MAN™ 7" 73060 E. **NEW!** SCARECROW™ 7" 73050
 F. **NEW!** COWARDLY LION™ 7" 73055 G. **NEW!** GLINDA THE GOOD WITCH™ 7" 73040 H. **NEW!** DOROTHY™ 7" 73035



New!

The Wizard of Oz™ Miniatures

These Minis are not in Kansas anymore!
 Perfectly sized for adventure, DOROTHY™ and her friends are
 ready for a playful journey from Munchkin Land to Emerald City and
 everywhere in between. After all, it's not where you go...
 it's who you meet along the way.

Fairytale Fairy Princesses

Your favorite fairytale princesses re-imagined as seven inch fairies. Each comes with removable wings that you can wear in your own hair!



A. **NEW!** Cinderella Fairy 7" 73085 B. **NEW!** Beauty Fairy 7" 73105 C. **NEW!** Rapunzel Fairy 7" 73095
D. **NEW!** Mermaid Fairy 7" 73090 E. **NEW!** Snow White Fairy 7" 73100



Don't Forget Princess Party

Playful, portable and fun!
These poseable princesses are the perfect size - you'll want to collect them all!



F. Alice in Wonderland 7" 69805 G. Snow White 7" 70015 H. Sleeping Beauty 7" 70020 I. Cinderella 7" 70010
J. Beauty 7" 70355 K. Fairy Princess 7" 70025 L. Little Mermaid 7" 70350 M. Starry Princess 7" 70360 N. Rapunzel 7" 70365
Also Available: PDQ Assortment includes 9 princesses. 70001R



SPACEPOP™

NOT YOUR AVERAGE PRINCESSES

YouTube /SpacePOPgirls



musical.ly



Spread the message of freedom and join these five teenage princesses to save the Planets of the Pentangle through music with their band SpacePOP™.

These YouTube series heroines have SMASH success on YouTube with 10mm views & counting!

NEW!



A. New! Rhea* 11" 72640 B. New! Juno* 11" 72630 C. New! Athena* 11" 72620
E. New! Hera* 11" 72625 F. New! Luna* 11" 72635

favorite ♥ friends

It's time for fashion and fun with Favorite Friends™! Your new best friend arrives with silky hair for styling and fashionable attire. Mix and match outfits and accessory packs for endless possibilities.

New!



A. **NEW!** Power of Pink 18" 72010 B. **NEW!** Twinkling Turquoise Medium Skin Tone 18" 71991 C. **NEW!** Twinkling Turquoise Light Skin Tone 18" 71990
 D. **NEW!** #Plaid 18" 72005 E. Rainy Dayz 18" 68875 F. Striped Knit Dress 18" 68895 G. Pink Glamour 18" 65175 H. Wooden Hair Brush 69660
 I. Hair Extensions 68910 J. Life of the Party 18" 68575 K. Pink Princess 18" Includes tiara. 68885 L. Beautiful Ballerina Blonde 18" 68880
 M. Blue Shimmer Princess Dark Skin Tone 18" Includes Earrings. 70196 N. Autumn Mist 18" 64770
 O. A Cut Above Hair Stylist 18" 68550 P. Silver Glam 18" 68890



Even More Favorite Friends Fun



A. Rain Accessories* Includes Poncho, boots and umbrella. 70485 B. Eyewear Pack* Includes 3 pairs of eyeglasses and 1 pair of sunglasses. 68920
 C. Walking My Puppy Accessory Pack* Includes outfit, shoes, headband and plush puppy on leash. 69665 D. Fun In The Sun Accessory Pack*
 Includes bathing suit, shoes, towel and sand toys. Sunglasses not included. 69650 E. **NEW!** Shoe Pack Includes 4 pairs of shoes. 73080
 F. Warm and Cuddly Outfit* Includes shirt, vest, denim pants, and scarf. 67000 G. Traveling With Danger The Dog Includes carrier. All ages. 69640
 H. Traveling With Mischief The Cat Includes carrier. All ages. 69645 I. Plaid Pants Outfit* Includes shirt, denim vest, plaid pants, hat and shoes. 68900

J. It's a Party Play Set* Includes dress, gloves, tiara, party sign, stickers, cake, 2 plates, 2 cups and 2 forks. Shoes not included. 69655
 K. Love to Rock Outfit* Includes shirt, skirt, tights, shoes, and headband. 62426 L. Sparklin' Style Outfit* Includes top, denim pants,
 sash/headband and shoes. 51595 M. Explosion in Pink* Includes dress, shoes, headband, and bracelet. 62424 N. Tote Bag* 70215
 O. Sleepover Accessory Pack* Includes robe, eye mask, bunny slippers, pizza and soda. 70205 P. Get Well Accessory Pack*
 Includes crutches, 2 casts, ice pack, bandage stickers and card. Fits most 18" dolls. 68720

Disney Princess

New!



Our premium Disney Princess collectible dolls feature luxurious design elements such as satin, sparkle, glitter and tulle that every princess lover will cherish.

- A. **NEW!** Jasmine 18" 72090
- B. **NEW!** Rapunzel 18" 71725
- C. **NEW!** Snow White 18" 72080
- D. Cinderella 18" 71735
- E. Belle 18" 71720
- F. Ariel 18" 71730



Cissy Bridal

COUTURE COLLECTION

As the first full-figured fashion doll, Cissy has embodied style and class with head-turning fashions since her debut in 1955. She is the ultimate fashion doll and has represented countless styles from eras past and present.



A. **Renaissance Bride** Dressed in ivory and gold with a stunning pop of purple in her bouquet. 21" 71875 B. **Rocker Bride** Mermaid style dress accentuated with beautiful bouquet and dangling guitar charm. 21" 71880 C. **Couture Bride** Intricately designed dress with a sultry, sheer bodice. 21" 71885



Product appropriate for ages 14 and up.

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Mystery

DOLL COLLECTION

Known only as "The Mystery Dolls," Madame Alexander created six extraordinary dolls in 1951. In 2016, we introduced the first 3 shadow Cissettes. This year, the mystery continues with the final 3 dolls completing this magnificently mysterious collection.



A. **NEW!** Champs Elysee 10" 72110 B. **NEW!** Deborah Ballerina 10" 72120 C. **NEW!** Lady Rhinestone 10" 72115
D. Arlene Doll 10" 71630 E. Catherine Grey 10" 71635 F. Deborah Bride 10" 71640



Having never appeared in the Alexander catalogs, very little is known of these beautiful ladies. What we do know is that Madame Alexander won a coveted *Fashion Academy Gold Medal* for the originals.

Around The World

Inspired by the international cultures of Italy, Ireland and France. These gorgeous gals will have you dreaming of traveling the globe.



A. **NEW!** Italian Principessa 8" 72935 B. **NEW!** Irish Banphrionsa 8" 72940 C. **NEW!** French Princesse 8" 72945

Americana Collection

From sea to shining sea, our Wendy doll is dressed as classic American icons.



Girl Power

Regardless of political party, Madame President will inspire the next generation of powerful leaders.

- D. Pom Pom Pep Rally 8" 71645
- E. **NEW!** As American as... Apple Pie 8" 72890
- F. Miss Liberty 8" 71545
- G. **NEW!** As American as... Baseball 8" 72895
- H. Boots and Bling Wendy 8" 71540
- I. Madame President Dark Skin Tone 8" Includes podium. 71651
- J. Madame President Blonde 8" Includes podium. 71650

Happy Holidazzle

Perfect for Easter, Halloween or Christmas - these dolls are sure to make every holiday dazzling.



- A. **NEW!** Happy Holidazzle 8" 72920
- B. Gingerbread Cookie 10" 71275
- C. Christmas Cookies 8" Includes cookie tray and oven mitt. 71285
- D. Sweet Bunny 8" Includes bunny ears. 69785
- E. **NEW!** Boo-tifully Batty Halloween 8" Includes wings and headband. 72930
- F. Birthday Wishes Blonde 8" 71465
- G. Birthday Wishes Brunette 8" 71466
- H. Birthday Wishes Brunette, Dark Skin Tone 8" 71467
- I. Will You Be My Flower Girl 8" Includes 3 bridal sashes in popular colors to customize your doll. 71655
- J. My First Communion Blonde 8" 71460
- K. My First Communion Brunette, Medium Skin Tone 8" 71461
- L. **NEW!** Welcome Home Little One 10" Includes baby. 72925



Special Moments

Make a special day even more memorable with a Madame Alexander doll.



Time for Center Stage



Madame Alexander has been celebrating dance since the 1940's. A lifelong love of the performing arts shows itself in these adorably graceful dancers.

- A. Frosty Ballerina 8" 69920
- B. Pirouette in Pink Brunette, Medium Skin Tone 8" 71626
- C. Pirouette in Pink Blonde 8" 71625
- D. Pirouette in Purple Brunette 8" 68165

Storybook Collection

Favorite stories, reimagined and brought to life in a way only Madame Alexander can.



- E. Alice in Wonderland 8" 42425
- F. **NEW!** White Queen 8" 72950
- G. Queen of Hearts 8" Includes scepter. 71490
- H. Alice's Mad Adventure 8" Includes keepsake gift box. 69815
- I. Fairy Tale Bride Cinderella 8" Does not include bouquet. 71660
- J. Fairy Tale Bride Sleeping Beauty 8" Does not include bouquet. 71665
- K. Red Riding Hood 8" 68345

GONE WITH THE WIND™

The ultimate southern belle, SCARLETT O'HARA™ has remained a cherished part of our family since Madame Alexander first introduced her in the 1930s!



A. Southern Dreams Scarlett 10" 71835



B. SCARLETT O'HARA™ In "Love Bird Dress" 21" Includes gloves and necklace. 69945



Skipping down the YELLOW BRICK ROAD™ and straight into your heart, are DOROTHY™ and all of her friends from this timeless classic!

- C. COWARDLY LION™ 8" 64410
- D. DOROTHY and TOTO™ 8" 69955
- E. TIN MAN™ 8" Includes axe. 64405
- F. SCARECROW™ 8" Includes crow. 64400
- G. WICKED WITCH OF THE WEST™ 10" Includes broom and handbag. 42400
- H. GLINDA THE GOOD WITCH™ 10" Includes wand. 42405

Disney Princess

Celebrate a Beauty, Belle and The Fairest one of All, Snow White. Their tales might be old as time, but these new Cissettes will have you feeling happily every after.



A. **NEW!** Snow White 10" Includes apple. 72960 B. **NEW!** Belle 10" Includes rose. 72955

THE WONDERFUL WORLD OF Disney



Since the 1930's, Disney has been a favorite partner to Madame Alexander. Featuring characters from the most beloved stories of all time, these exquisite dolls are dressed in intricate costumes truly showcasing who they are.

- C. Cruella de Vil 10" 71690
- D. Maleficent 10" 71695
- E. Evil Queen 10" Includes apple. 71700
- F. Rocks the Dots Wendy* 8" Includes purse. 71550



New!

Wonder Woman

75 YEARS!

2017



1942



WONDER WOMAN fights for justice, love, and peace in her classic Super Hero outfit. You can also live out her Newest Rebirth identity in this updated Amazonian warrior outfit.

A. **NEW!** Wonder Woman Through The Years 11" Includes doll and 2 outfits. Stand not included. 72665

WONDER WOMAN and all related characters and elements © & ™ DC Comics and Warner Bros. Entertainment Inc.
WONDER WOMAN and all related characters and elements © & ™ DC Comics. (s17)

48 Product appropriate for ages 6 and up. Window Box Packaging.

THE FASHION Squad

Your favorite DC Super-Villains, HARLEY QUINN, THE JOKER and THE PENGUIN, are ready to hit the runway in couture costumes, perfectly fit for the devious and dangerous.



B. THE FASHION SQUAD HARLEY QUINN™ 16" 71790 C. THE FASHION SQUAD THE PENGUIN™ 16" 71800

D. THE FASHION SQUAD THE JOKER™ 16" 71795

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Product appropriate for ages 14 and up. Window Box Packaging.

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SUPER HEROES & VILLAINS

These opposite forces are sure to bring out the power of good versus bad.



A. SUPERGIRL™* 8" 71675 B. HARLEY QUINN™* 8" 71680 C. BATMAN™ 8" 70005 D. CATWOMAN™ 8" 69995
E. WONDER WOMAN™ 8" 70000 F. POISON IVY™* 16" 69980 G. HARLEY QUINN™* 16" Includes mallet. 69985

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50 Product appropriate for ages 14 and up. *Window Box Packaging.

“Love is in the details”

Create a one of a kind, handcrafted masterpiece with the doll experts at Madame Alexander

To inquire about your bespoke keepsake, please contact us:
Collector@madamealexander.com



MADAME
ALEXANDER

madamealexander.com

Style number: 71987 \$20.00