



collection 2018

MADAMIE ALEXANDER®

Welcome

In 1923, Madame Alexander began fulfilling a dream: to create beautifully crafted play dolls for children. 95 years later, the company still delights children, collectors, and people of all ages everywhere.

Madame's mission:
She believed dolls should engage the imagination and contribute to a child's happiness and understanding of the world.

Madame was inspired by great literature, art and culture to create her dolls. Today, we extend Madame's original philosophy by creating exquisitely detailed and culturally relevant dolls that will

appeal to new generations of doll lovers of all ages.

Madame Alexander dolls have been a coveted collectible for 95 years, spanning across many different age groups. Some Madame Alexander lovers collect Wendy and others collect baby dolls, but one thing unites all collections: they all start with a first doll!

With that first doll, we hope to guide our customers down the "Path to Passion," inspiring years of collecting that's fun at any age. Whether the doll is a classic baby, or a literary character, we strive to provide dolls that drive imaginative play for children, provide pleasure to the collector and welcome all into the world of our beautiful collectible dolls.

History

The Alexander Doll Company, Inc. was founded in 1923 by Madame Beatrice Alexander Behrman. She was raised in her father's doll hospital—the first in America—and often played with the dolls waiting to be mended. Her love of dolls led this dynamic woman to creating her own line of dolls. Madame Alexander infused a sense of excitement and wonderment in her fine quality, handcrafted dolls.

Madame Alexander initiated a series of firsts in the toy industry:

- The first doll based on a licensed character (Alice in Wonderland), which led to the creation of dolls based on characters from popular motion pictures
- The first to bring feature baby dolls to market
- Madame Alexander invented

the “sleep eyes” (the innovation that allows a doll to close its eyes when its head is tilted back) in the late '30s

- The first to create dolls in honor of living people (Queen Elizabeth, the First Ladies, the Dionne Quints)
- Madame Alexander was also the first to introduce the first American fashion doll (Cissy) with haute couture outfits.



Madame Alexander Today

Madame Alexander dolls have been coveted collectibles and beloved friends to children for 95 years. New owners acquired the firm in 2018 and are undertaking an exciting renewal of the brand, building upon its heritage as America's premier dollmaker.

We at Madame Alexander know that Madame's story is more important than ever: it's a history of an empowered businesswoman, a craftsperson, an immigrant, and a mother who understood the value of imaginative play for children.

Madame Alexander infused a sense of excitement and wonderment in her fine quality, handcrafted dolls. The staff of the Madame Alexander Doll Company continues this tradition, and builds upon it to meet the needs of today's children. We are excited about the future, but treasure our historic past. Madame Alexander dolls will continue to be, as always,

made with love.

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Nurturing Dolls • Huggums



Going to Grandma's Huggums • 12" Tall
Style # 28955

Nurturing Dolls • Huggums



Pink Bunny Huggums • 12" tall
Style # 28960

Nurturing Dolls • Huggums



Pink Check Huggums • 12" Tall
Style # 29200

Nurturing Dolls • Huggums



Bubble Gum Huggums • 12" Tall
Style #30170

Did you know?

The Smithsonian Institution houses several Madame Alexander dolls in its permanent collection.

Nurturing Dolls • Huggums



Pretty Pinafore Huggums • 12" Tall
Style # 36490

Nurturing Dolls • Huggums



Christening Celebrations Huggums • 12" Tall
Style # 38900

Nurturing Dolls • Cuddles



Baby Cuddles • 14" Tall
Style #71915

Nurturing Dolls • My First



My First Powder Pink • 12" Tall
Style #46670

Nurturing Dolls • Sweet Baby Nursery



Sweet Baby Nursery Little Love Essentials • 12" Tall
Lavender scented!
Style # #73025

Nurturing Dolls • Sweet Baby Nursery



Sweet Baby Nursery Little Love Princess • 12" Tall
Lavender scented!
Style # 73015

Nurturing Dolls • Lee Middleton

New!



Newborn Twins • 16" Tall
Style # 72855

Nurturing Dolls • Lee Middleton



Newborn Baby Assortment - Caucasian
16" Tall
Style # 71524R



Nurturing Dolls • Lee Middleton

New!



Newborn Baby Assortment -
African-American
16" Tall
Style # 71523R



Nurturing Dolls • Lee Middleton

New!



Essentials Baby Caucasian Assortment • 16" Tall
Style # 71744R

Nurturing Dolls • Lee Middleton

New!



Newborn Diaper Bag
and Accessories
Style # 72870



Baby Bundle Carrier
Style #71770

Nurturing Dolls • Newborn Nursery



Little Sweetheart Light Skin Tone
(Left)
Blue Eyes/Blonde Hair
19" Tall
Style #00924

Sweet Baby Light Skin Tone
(Right)
Blue Eyes/Blonde Hair
19" Tall
Style # 00928



Sweet Baby Light Skin Tone
(Left)
Brown Eyes/Brown Hair
19" Tall
Style #00929



Nurturing Dolls • Newborn Nursery



Munchkin Light Skin Tone
(Left)
Blue Eyes/Brown Hair
19" Tall
Style #00934



Munchkin Light Skin Tone
(Right)
Blue Eyes/Strawberry Blonde Hair
19" Tall
Style # 02553

Did you know?

Madame Alexander's millions of loyal fans include Demi Moore, Cindy Crawford, Barbara Streisand, Oprah Winfrey, Britney Spears, Tori Spelling, Margaret O'Brien, Mrs. Michael Jordan, the Hilton family, and Dakota Fanning.

Madame Alexander Collectible Dolls

New!



Twinkling Star Angel • 8" Tall • Articulated Wendy Body
Style #75030

Madame Alexander Collectible Dolls

New!



Jolly and Joyful Wendy • 8" Tall • Articulated Wendy Body
Style #75035

Madame Alexander Collectible Dolls

New!



Tricks and Treats Wendy • 8" Tall • Articulated Wendy Body
Style #75040

Madame Alexander Collectible Dolls

New!



Clara In the Nutcracker • 8" Tall • Articulated Wendy Body
Style #75050

Madame Alexander Collectible Dolls

New!



Dazzling Dancer • 8" Tall • Articulated Wendy Body
Style #75055

Madame Alexander Collectible Dolls

New!



German Prinzessin • 8" Tall • Articulated Wendy Body
Style #75065

Madame Alexander Collectible Dolls

New!



Spanish Princesa • 8" Tall • Articulated Wendy Body
Style #75070

Madame Alexander Collectible Dolls

New!



Fairy Tale Cinderella • 8" Tall • Articulated Wendy Body
Style #75080

Madame Alexander Collectible Dolls

New!



Fairy Tale Sleeping Beauty • 8" Tall • Articulated Wendy Body
Style #75085

Madame Alexander Collectible Dolls



Alice in Wonderland • 8" Tall • Articulated Wendy Body
Style #42425



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