

MAADAMME ALEXANDER<sup>®</sup>  
COLLECTION 2021



# CONTENTS

2	Contents	18-19	Huggums®
4	Our Dolls	20	Pussycat
5	Little Cuties	21	Middleton Baby
6	My First	22-23	Newborn Nursery®
8	Peekaboos®	24-25	Kindness Club®
10	Little Love Essentials	26-27	Collectible Dolls - Celebrations
11	Sweet Smiles	28	Collectible Dolls - Storyland
12	Baby Cuddles	29	Collectible Dolls - International
14	Babble Baby®	30-31	Collectible Dolls - Ballet
15	Splash and Play	32-34	Collectible Dolls - Seasonal
16	Sweet Baby Nursery®	35	Collectible Dolls - Cissette
17	My Little Girl		

## 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.



## 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

Due to the handcrafted nature of each Madame Alexander creation, products, contents and color may vary. Items are UPC coded.  
© 2021 Madame Alexander Doll Company (2018) LLC. All photography and contents are the sole and exclusive property of the Madame Alexander Doll Company (2018) LLC. Reproduction is prohibited without prior written consent.



- 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

## 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.





## 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



Nurturing Dolls

# LITTLE LOVE ESSENTIALS

Little Love Essentials are soft, cuddly and safe for even the smallest doll lover. These fabric-bodied dolls are perfect for infants and a great gift for a baby shower or first birthday. Includes a bottle.



**A Little Love Essentials • Stripe Sleeper • 12" Tall**  
Age Newborn + • Style # 75195

**B Little Love Essentials • Dot Dress • 12" Tall**  
Age Newborn + • Style # 75200



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.



**C New! Sweet Smiles - Pink - Medium Skin Tone • 14" Tall • Age 18 months +**  
• Style # 20242

**E New! Sweet Smiles - Kitty - Light Skin Tone • 14" Tall • Age 18 months +**  
• Style # 20244

**D New! Sweet Smiles - Pink - Dark Skin Tone • 14" Tall • Age 18 months +**  
• Style # 20243

**F New! Sweet Smiles - Pink - Light Skin Tone • 14" Tall • Age 18 months +**  
• Style # 20210



Nurturing Dolls  
**BABY CUDDLES**

Baby Cuddles is a cutie that will be your child's favorite companion! Baby Cuddles is the perfect size for nurturing play, has a beautiful face with sleep eyes, and a soft fabric body that is perfect for tiny hands to hug with extra love. Two darling styles, each includes a bottle.



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

**B New! Baby Cuddles • Unicorn Jumper • 14" Tall**  
Age 18 months + • Style # 20389





Nurturing Dolls

**BABBLE BABY®**

Babble Baby® is ready to be your baby's baby! Choose from three adorable styles: each doll has a beautiful face with sleep eyes, gentle, realistic sound feature, and a soft fabric body that's perfect for tiny hands to hug with extra love. Batteries included.

**A Babble Baby® • Baby Bear • 12" Tall**  
Age 18 months + • Style # 75239

**B Babble Baby® • Stripe • 12" Tall**  
Age 18 months + • Style # 75230

**C Babble Baby® • Pink • 12" Tall**  
Age 18 months + • Style # 75255



**D Splash and Play Mermaid • 12" Tall**  
Age 2 + • Style # 76050



Nurturing Dolls

**SPLASH AND PLAY**

Splash and Play Mermaid is designed for time in the tub! Doll is fully submersible, floats and comes dressed in a mermaid swim set with a hooded towel 'tail.' Includes squirt fish toy and 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. All are crafted of baby-safe materials, from their soft fabric bodies and outfits to their molded faces. Little Love Essentials includes a plush llama, bib, blanket and bottle. Little Love Princess includes a blanket and bottle.

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

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



## 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. She's dressed for playtime in a sweet polka dot pinafore, tee, leggings, and headband. Includes comb and brush.

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



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

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



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

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

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

**D New! Lavender Check Huggums®** • Medium Skin Tone  
• 12" Tall • Age 2+ • Style # 20416

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



**F Christening Celebrations Huggable Huggums®** • 12" Tall  
Age 2+ • Style # 38900

**G Going to Grandma's Huggums®** • 12" Tall  
Age 2+ • Style # 28955

**H Kitty Huggable Huggums®** • 12" Tall  
Age 2+ • Style # 76150

**I Bubble Gum Huggable Huggums®** • 12" Tall  
Age 2+ • Style # 30170

**J Pretty Pinafore Huggable Huggums®** • 12" Tall  
Age 2+ • Style # 36490

**K Pink Bunny Huggums®** • 12" Tall  
Age 2+ • Style # 28960





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.



A



## Nurturing Dolls PUSSYCAT

She's back and as beautiful as ever! Pussycat is a soft, beautiful 14" baby dressed for a floral fête in a satin gown with a petal-filled skirt.

Pussycat is presented in the classic Madame Alexander 'shoebox' with pink tissue.

**A Pussycat Party Dress** • Blonde • 14" Tall  
Age 3+ • Style # 71590



B

**B Newborn Baby Pink Cloud**  
16" Tall • Age 2+ • Style # 72850

**C Baby Bundle Carrier**  
Age 2+ • Style # 71770



C



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



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



**Angel Love**  
Dark Skin Tone  
Brown Eyes  
Black Hair  
19" Tall • Age 3+  
Style # 76035



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



**Beautiful Baby**  
Light Skin Tone  
Brown Eyes  
Black Hair  
19" Tall • Age 3+  
Style # 76025



**Sweet Baby**  
Light Skin Tone  
Blue Eyes  
Blonde Hair  
19" Tall • Age 3+  
Style # 76005



**Baby Face**  
Medium Skin Tone  
Brown Eyes  
Brown Hair  
19" Tall • Age 3+  
Style # 76030



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



**Munchkin**  
Light Skin Tone  
Blue Eyes  
Strawberry Blonde Hair  
19" Tall • Age 3+  
Style # 76020

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





A

B

C

D

E

F

G

**A Birthday Joy**

Light Skin Tone/Brown Eyes/Brunette Hair  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 75117

**B Birthday Joy**

Medium Skin Tone/Brown Eyes/Brunette Hair  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 75115

**C Birthday Joy**

Dark Skin Tone/Brown Eyes/Brunette Hair  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 75120

**D Birthday Joy**

Light Skin Tone/Blue Eyes/Blonde Hair  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 75110

Collectible Dolls  
**CELEBRATIONS**

**E First Communion Blessings**

Light Skin Tone/Brown Eyes/Brunette Hair  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 75095

**F First Communion Blessings**

Light Skin Tone/Blue Eyes/Blonde Hair  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 75090

**G First Communion Blessings**

Medium Skin Tone/Brown Eyes/Brunette Hair  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 75097



**A Hua Mulan**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76235

**B 1001 Nights**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 75105

**C New! Cinderella**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76385

Collectible Dolls  
**STORYLAND**

**D New! Sea Sprite**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76395

**E New! Down the Rabbit Hole**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76380

Collectible Dolls  
**INTERNATIONAL**



**F Polish Ksiezniczka**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76225

**G Indian Raajakumaaree**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 75140



**J New! Norsk Prinsesse**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76425

**H New! Princesa Mexicana**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76415

**I New! Emerald Isle Princess**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76400



## Collectible Dolls BALLET



**A New! Clara in the Nutcracker**  
10" Tall • Articulated Cissette Body • Age 14 +  
Style # 76405

**B New! Jolly Jeté**  
Light Skin/Blue Eyes/Brunette Hair  
10" Tall • Articulated Cissette Body • Age 14 +  
Style # 76355

**C New! Jolly Jeté**  
Dark Skin/Brown Eyes/Brunette Hair  
10" Tall • Articulated Cissette Body • Age 14 +  
Style # 76360

**D New! Sugar Plum Fairy**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76375

**E New! Snowfall Solo**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76350

**F New! Aqua Arabesque**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76370







Collectible Dolls  
**SEASONAL**



**A New! Gnome for the Holidays**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76390

**B New! Farmhouse Christmas**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76435

**C Christmas Cheer**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76250

**D New! Silver Belle Angel**  
Medium Skin/Brown Eyes/Brunette Hair  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76267

**E New! Silver Belle Angel**  
Light Skin/Blue Eyes/Brunette Hair  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76265





**A New! Magic Moonlight**  
10" Tall • Articulated Cissette Body • Age 14 +  
Style # 76410

**B New! Sweet Spells**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76365

Collectible Dolls  
**SEASONAL**

**C Darling Devil**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76260

**D Lil' Leprechaun**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 76245

**E Little Piper**  
8" Tall • Articulated Wendy Body • Age 14 +  
Style # 75045

Collectible Dolls  
**CISSETTE**



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

**G Sweet Celebrations**  
Light Skin/Blue Eyes/Blonde Hair  
8" Tall • Articulated Cissette Body • Age 14 +  
Style # 76280

MADAME  
ALEXANDER®

600 Third Ave, 2nd Floor  
New York NY 10016

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

- Madame Alexander

[www.madamealexander.com](http://www.madamealexander.com)

Connect With Us!



customerservice  
[@madamealexander.com](mailto:customerservice@madamealexander.com)



MadameAlexanderDoll



MadameAlexanderDoll



MadameADoll



MadameAlexanderDollCompany



Madame Alexander Doll Company

