



MID-YEAR COLLECTION 2022

MADAME ALEXANDER®





WELCOME

The Madame Alexander Doll Company has been making high quality dolls that have been passed down from generation to generation since 1923. We invite you to continue a beloved family tradition or start your own with a doll that will express your love and keep the spirit of kindness alive for years to come!

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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.

Nurturing Dolls

BABY ALEXANDER®

These 12" soft and cuddly cloth babies are perfect for nurturing play! Made with eco-friendly materials, they're dressed in adorable pink flowers or blue stripes, and have sweet embroidered faces and soft huggable bodies.



A **New!** Baby Alex Cloth Doll
12" Tall • Age Newborn+ • Style # 20696

B **New!** Baby Lexi Cloth Doll
12" Tall • Age Newborn+ • Style # 20695

LEARN TO DRESS KOALA

Cuddly cute koala is here to help kids learn to dress. This koala doll has an outfit with buttons, snaps, zippers, and buckles; shoes have a hook and loop strap and laces to tie!



A New! Learn to Dress Koala

14" Tall • Age 18 Months + • Style # 20709



Nurturing Dolls

HUGS AND GIGGLES™

Hugs and Giggles™ is a delightfully soft and huggable 13" toddler who can fit her thumb or pointer finger in her mouth. Comes with a headband and bib.

B New! Hugs and Giggles™
13" Tall • Age 12 Months + • Style # 20708





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 five darling diverse 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



1 Doll 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

E Soft Gray Umbrella Stroller

Age 2+ • Style # 20376

F Soft Gray Fabric Doll Carrier

Age 2+ • Style # 20380



Includes storage bag!



MADAME
ALEXANDER®

**I T'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

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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 Kindness Club - Emmi

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

B Kindness Club - Zola

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

C Kindness Club - Rosa

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

D Kindness Club - Avi

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

E Kindness Club - Brooks

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

F Kindness Club - Paisley

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

G Kindness Club - Harper

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



Play Dolls

KINDNESS CLUB® ACTIVITY SETS



H

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

14" Tall • Age 3+ • Style # 20441



I

Dolls included.

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

14" Tall • Age 3+ • Style # 20439

Play Dolls

KINDNESS CLUB® OUTFIT SETS



J

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



K



L

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



M

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

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

Dolls not included with outfits.



Collectible Dolls

BALLET



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

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

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



Collectible Dolls
HOLIDAY



F New! Vintage Christmas

10" Tall • Articulated Cissette Body • Age 14 +
 Style # 20558

G New! Woodland Christmas

8" Tall • Articulated Wendy Body • Age 14 +
 Style # 20539

H New! Golden Holiday Celebration

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

I New! Christmas Morning

8" Tall • Articulated Wendy Body • Age 14 +
 Style # 20538

J New! Golden Holiday Celebration

Light Skin/Green Eyes/Brunette Hair
 8" Tall • Articulated Wendy Body • Age 14 +
 Style # 20540

K Magic Moonlight

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

L New! Bee-Witched

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

M New! Pirate Lass

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



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

- Madame Alexander

www.madamealexander.com

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Madame
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