

2001





90's
Barbie

The image shows two Barbie dolls lying on their sides on a wooden surface. The doll on the left is the '90's Barbie', wearing a white bikini bottom. The doll on the right is the '00's Barbie', wearing a light-colored bikini bottom. Both dolls have their arms raised. The '00's Barbie' has long blonde hair and is smiling. A vertical line is drawn between the two dolls to separate them.

00's
Barbie

Sleeping Beauty Barbie

1999



Gender



Unconscious

The 'rescuer'

Class



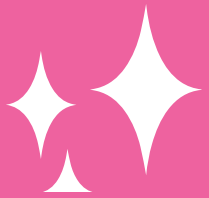


*Everyone
wants to be Barbie*





*What we
didn't see
in the
advert...*





The back of the box...



White Barbie



Black Barbie

Target, USA 2010



(*Rage Against The Minivan* blog post 'Post-racial Barbie')



17.89

clearance

Doll Test: a psychological experiment





Thank you!