

TOY FAIR
BARBIE FASHION DESIGNER SCRIPT

Writer: Richard Bellikoff

ACTION

Presenter moves to Barbie Fashion Designer demo station from Barbie Makeover Magic demo.

On monitor: Launch program, show title screen (or start demo at main Fashion Designer menu).

On monitor: Move mouse pointer to show Theme menu choices. Quickly show previously designed outfits on screen for different themes in menu.

On monitor: Select Dream Date theme.

On monitor: Move mouse pointer to show Clothing menu options. Click on whatever garments are active to quickly show what she looks like in each one.

On monitor: Select skirt and then blouse. Garments instantly appear, one at a time, on Barbie figure.

SCRIPT

Barbie's hair and makeup are absolutely perfect, but she doesn't have a thing to wear. We'll soon fix that!

Welcome to Barbie Fashion Designer institute -- where girls from all over the world learn to design and make original fashions for their Barbie dolls to wear! -- everything from trendy sportswear to career clothes to wedding gowns.

It's easy and fun for our girls to design beautiful Barbie fashions for all kinds of activities and events. Like something for a wedding -- or a party -- or a date -- or maybe a career -- or something that's totally trendy -- or just a fun fashion for a vacation. Whatever it is, our Barbie Fashion Designer girls can do it!

Today, our talented young fashion designers are putting together a really cool new creation for Barbie's Dream Date with Ken.

Our girls can dress Barbie up in just about any kind of clothing. Put her in pants -- shirts -- skirts -- dresses -- jackets and vests -- you name it -- and she'll always look great!

For the moment, they've decided to dress Barbie in a long flowing skirt. . . and a long sleeve blouse.

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On monitor: Click to remove skirt & blouse, put on some different garment, then remove it and put back skirt & blouse.

On monitor: Move mouse pointer to show Options menu choices.

On monitor: Select short skirt length, sleeveless top. Garments on Barbie figure instantly adjust to show these options.

On monitor: Move mouse pointer to show options on Color menu.

On monitor: Select purple swatch. Apply color to skirt. Skirt instantly changes to purple.

On monitor: Select pink swatch. Apply color to tank top. Tank top instantly changes to pink.

SCRIPT

But they can always change their minds later, and put her in a different outfit. It's as easy as point-and-click!

Here at Barbie Fashion Designer institute, our girls love to mix and match all kinds of styling options. They're constantly changing things like skirt and sleeve length and necklines, and then decide later which options look best for their designs.

Looks like they're going to try raising the hemline on that long skirt and making that blouse into a sleeveless tank top. Notice how they can always see how their design is shaping up as they go along, and make any changes whenever they want to. It's completely up to them! At Barbie Fashion Designer institute, every girl is a brilliant designer!

They can also make Barbie's skirt and tank top just about any colors they like.

Now they're giving her a purple skirt --

-- and a hot pink tank top. As the girls know, pink happens to be Barbie's favorite color! And no wonder -- see how pretty she looks in it!

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On monitor: Move mouse pointer to show options on Fabric menu.

On monitor: Select flower pattern. Apply pattern to skirt. Skirt instantly takes on flower pattern.

On monitor: Click on heart pattern to remove it from skirt. Select heart pattern. Apply pattern to skirt. Skirt instantly takes on flower pattern.

On monitor: Move mouse pointer to show large Accessories menu.

On monitor: Select Purses & Bags. Select clutch purse. Purse appears in hand of Barbie figure.

On monitor: Show wide variety of different outfits previously designed.

SCRIPT

That tank top looks great, but I think our girls are going to want to add a pattern to Barbie's skirt to make it more interesting. They have so many patterns to choose from.

They want to know my opinion of this floral print.

Actually, I think that's pretty cool, but a heart pattern probably would look even better. After all, it's perfect for Valentine's Day!

For the finishing touch to Barbie's ensemble, the girls are going to give her a fun accessory. The Barbie Fashion Designer institute has a very large assortment -- including bouquets, bows, gloves, belts, monograms, pom-poms, and shawls and wraps.

They've decided on purses and bags. They're going to see how Barbie looks with a clutch purse. Now that's really adorable!

Now that our designer girls' fabulous new creation is finished, they'll save it for later -- along with any other apparel they design for Barbie. They love putting together an entire wardrobe of unique designer fashions, and then making alterations on them whenever they're in the mood.

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On monitor: Run Barbie 3D animation fashion show.

On monitor: Print operation, printing skirt and tank top on Barbie Fashion Fabric.

Show previously printed "Dream Date" skirt & top in various stages of assembly and decoration.

Show previously dressed Barbie doll, wearing "Dream Date" skirt & top.

Show previously printed assembly instructions.

Show previously printed "Dream Date" skirt & top, personalized with "Design by Nancie (or by Hope or Pamela)."

SCRIPT

And now, since we have so many important visitors here today at the institute, Barbie's going to model her new Dream Date outfit for us. The audience is buzzing with excitement . . . And here she is, floating down the runway! The paparazzi are jockeying for position and the crowd's going wild! What a sensational looking outfit!

At the Barbie Fashion Designer institute, girls learn not only how to design great Barbie fashions, but also how to make them for their Barbie dolls! They start by printing them out on the special Barbie Fashion Fabric.

Unlike their mothers, they don't have to learn to sew! All they do is tape up the seams -- add some final decorations -- and voilà!

Barbie's a real knockout in her Dream Date outfit! She'll turn heads wherever she goes!

The girls can also print out instructions on how to assemble Barbie's outfit.

And they love personalizing their creations just like the famous fashion designers they hope to be one day!

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Show wide variety (25) of previously dressed Barbie dolls on display, as presenter names some of them.

Play Fashion Designer SIZZLE.

SCRIPT

At the Barbie Fashion Designer institute, our girls can design anything they can imagine! As you can see, each of these cutting-edge fashions really has unique details and fabrics that make each one extra special.

The ability to design, print, and assemble fashions for real Barbie dolls makes this a whole new genre of computer software! Barbie Fashion Designer blurs the traditional lines between toys and software. Frankly, I wish I had stuff like this to play with when I was a little girl!

Wow! To create this breakthrough product, Mattel Media has teamed up with the award-winning special effects studio Digital Domain. They're acclaimed for their innovative visual effects on such feature films as "Apollo 13," "Interview with the Vampire," and "True Lies."

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Show display of items included with product.

Barbie Fashion Designer comes with everything girls need to design, color, decorate, and assemble one-of-a-kind Barbie fashions: innovative CD-ROM software to design endless varieties of clothing and accessories -- enough Barbie Fashion Fabric to print out ten different outfits -- jewelry, sequins, bows, and rosettes for decoration -- scissors, special fabric tape, and pre-cut adhesive for assembly -- and fabric markers in all kinds of hot colors.

Show packaging display.

All the fashions we feature in Barbie Fashion Designer are from Barbie's fabulous Fashion Avenue Collection -- and the packaging will have a similar look, for coordinated promotion, distribution, and retail display.

Show refill display.

Special refills will be available for creating even more outfits for Barbie. They'll include extra Barbie Fashion fabric -- an additional supply of jewelry, sequins, and rosettes -- color markers -- and fabric tape.

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Wraps up presentation and Mattel Media gallery.

After any Q & A with buyers.

SCRIPT

And those are our great new Barbie software products. They're a whole new generation of multimedia software for girls. Girls will adore helping Barbie in her Magic Fairy Tale adventures -- and creating animated stories for Barbie and her friends -- and styling her hair and makeup -- and designing original fashions for their very own Barbie dolls. And moms will love watching their daughters learn valuable computer literacy skills, while they develop their imaginations and their creativity.

Barbie's everything girls want to be -- and now, she's coming to their PCs!

At this point, you probably have some questions, so I'll turn you over to our experts.

Thanks for visiting Barbie's new digital playground!