

MADAME Alexander®

Jason Wu woos collectors with a line of Cissy® dolls for Madame Alexander

The fashion designer renowned for First Lady Michele Obama's stunning inaugural ball gown has set his sights and dramatic style on Madame Alexander's Cissy®. This exciting collaboration has resulted in two new looks for the iconic doll—the futuristic and fashion-forward **NEOCissy Collection** and the traditional, yet unique, **Cissy® Collection**.

Each of Wu's six dolls for Madame Alexander features the awesome style, bold color, and exquisite make-up for which he is celebrated. They also possess a higher range of movement than most dolls due to newly engineered jointing that allows them to be posed in lifelike fashion model poses.

The **NEOCissy Collection** features three limited edition dolls designed with the Alexander Doll Company's nostalgic Elise face sculpt, re-interpreted in a fully jointed doll body. All three are 16" tall and dressed in futuristic garments paired with colorful couture accessories. The new design has 15 joints in all, including neck, shoulders, elbow, wrists, bust, hips, knee, ankles and waist. Blue-eyed **Blu Belle** has a blue Afro and wears an ultra chic black taffeta dropped waist, polka-dotted mini dress. African-American **Bon Bon** models a cool off-white corselet with a triple-layered skirt of white netting. A black bustier bodice with fishnet sleeves and a black taffeta mini-skirt provide contrast to **L'Enfant Terrible's** green eyes and red hair.

Styled with 1950's flair, Wu's **Cissy Collection** consists of three limited edition 21" dolls featuring the newly engineered jointing. Each doll's elbow joints have a 45-degree bend, and ball-jointed wrists, and hands bend and detach for endless dressing possibilities. Dramatic **Vice** combines flawless face paint with a royal blue silk charmeuse sheath accented by a black belt. Platinum blonde **Lust** is dressed in a strapless, chocolate brown taffeta sheath with a peg skirt and a magenta cropped jacket. A navy taffeta swing coat is exquisitely paired with **Envy's** emerald green silk dupioni sheath and faux fur pom-pom hat. Each doll features distinctive accessories.

Both Madame Alexander collections by Jason Wu will make their debut at FAO Schwarz, and will be available in August 2010. Those wishing to order a Jason Wu Cissy® or NEOCissy doll can do so at FAO Schwarz, online at MadameAlexander.com, or at select doll and specialty stores.

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