

MADAME Alexander®

The Alexander Doll Company Debuts its 2011 Collection of Collectible, Play, and Baby Dolls at Toy Fair in New York City!

Special Appearances and Events

February 10, 2011 – New York, NY – The Alexander Doll Company will debut its complete collection of dolls for 2011 at Toy Fair in New York City. A highly anticipated annual event, this launch of the company's Collectible, Play, and Baby dolls, includes dolls from the recently acquired Middleton Doll Company.

Highlights from the new collection include “Some Like it Hot!” with a gorgeous 21” Marilyn Monroe and a hilarious “Josephine” cross-dressing doll that comes with a male and a female look, Cissy makes an appearance as both “Flight of Fancy” and “Bird of Paradise”, the Alex collection features 17 points of articulation and updated sculpts, and the fashion-forward “Neo-Cissy” collection gets four new Limited Edition dolls.

New licensed properties to be introduced at the show this year include The Addams Family Musical, Disney's “Beauty and the Beast” and “The Princess and the Frog”, Disney Princesses, Little Golden Books, Santa Claus is Coming to Town, Cathy Rigby in Peter Pan, Olivia, Peanuts, Rainbow Brite, Holly Hobbie, Fancy Nancy, Angelina Ballerina, and of course Wicked A New Musical.

An exciting addition to the Favorite Friends 18” Play Doll program is the “Fashionista” doll designed by 11 year-old fashion prodigy Cecilia Cassini. The program is rounded out with additional new dolls, outfits, and accessories.

Special appearances in the company's booth are scheduled for Miss America 2011, The Radio City Rockettes, Cathy Rigby, Jane O'Connor (author of Fancy Nancy books), and dancers from the American Ballet Theatre Company.

For the first time, Middleton Doll Company will share the Madame Alexander booth at Toy Fair. The full Newborn Nursery Boutique program will be showcased, including dolls, display cases, and collateral material, all of which are offered as an in-store package to create a doll “adoption” experience. Additional dolls include Playbabies, Middleton NOW, My First Nursery Baby, Cuddle Babies, and lots of accompanying outfits and accessories.

About Alexander Doll Company

Alexander Doll Company, Inc. is a New York-based company now celebrating its 87th Anniversary. It is Alexander Doll Company's mission to continue the tradition, elegance and innovation of its founder Beatrice Alexander. Madame Alexander dolls include a full line of fine quality, handcrafted collectible, fashion, baby and play dolls. The company has been responsible for a series of "firsts" that have shaped the doll world and defined Madame Alexander as a pioneer of style and quality in this industry. Alexander Doll Company, Inc. is controlled by Gefinor, a New York-based private equity firm.