

Mattel reveals line of gender-neutral dolls

Barbie-maker Mattel has launched a new customisable, gender-inclusive doll range called Creatable World. The kit invites kids to create their own characters, with extensive wardrobe options, accessories and wigs to style the doll with short or long hair, or in a skirt, pants, or both.



Credit: Mattel

“Toys are a reflection of culture and as the world continues to celebrate the positive impact of inclusivity, we felt it was time to create a doll line free of labels,” said Kim Culmone, senior vice president of Mattel Fashion Doll Design.

“Through research, we heard that kids don’t want their toys dictated by gender norms. This line allows all kids to express themselves freely which is why it resonates so strongly with them. We’re hopeful Creatable World will encourage people to think more broadly about how all kids can benefit from doll play.”

Mattel worked alongside a team of experts, parents, physicians and most importantly, kids, to create the new play experience.



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Jason Bainbridge 5 Jul 2018



The Creatable World doll line consists of six different doll kits that are available in a variety of skin tones. Each kit includes one doll, two hairstyle options and endless styling possibilities.

The product has a suggested retail price of \$30 and can be purchased at major international retailers online including Amazon, Target and Walmart.

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