

# Lifestyle

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Picture shows realistic-looking dolls inspired by impactful women from all different backgrounds and occupational fields.

## Chloe Kim, Patty Jenkins, and more get their own Barbie dolls for International Women's Day

This International Women's Day, Barbie is honoring accomplished role models with their very own dolls. From aviator Amelia Earhart to USA Olympic snowboarder Chloe Kim, Barbie created 17 realistic-looking dolls inspired by impactful women from all different backgrounds and occupational fields. "As a brand that inspires the limitless potential in girls, Barbie will be honoring its largest lineup of role models timed to International Women's Day because we know that you can't be what you can't see," Lisa McKnight, Barbie's senior vice president and general manager, said in a press release.

The lineup includes three historical figures and 14 modern-day women. In addition to Kim, the modern-day dolls include Wonder Woman filmmaker Patty Jenkins, wildlife conservationist Bindi Irwin, championship boxer Nicola Adams, windsurfer Cagla Kubat, chef Helene Darroze, volleyball champion Hui Ruoqi, and designer

and entrepreneur Leyla Piedayesh. Professional golfer Lorena Ochoa, journalist Martyna Wojciewowska, soccer player Sara Gama, actress and philanthropist Xiaotong Guan, ballerina Yuan Tan, and fashion designer and entrepreneur Vicky Martin also got dolls created in their likenesses.

"Girls have always been able to play out different roles and careers with Barbie, and we are thrilled to shine a light on real-life role models to remind them that they can be anything," McKnight said. The effort to inspire the next generation of women with modern-day female heroes is part of Barbie's Shero program, which began in 2015. Over the years, the initiative has honored history-making women like Ibtihaj Muhammad, Misty Copeland, Ava DuVernay, Eva Chen, and Ashley Graham. "Sheroes are given the Barbie brand's highest honor, a one-of-a-kind doll made in their likeness, in celebration of their roles in expanding the possibilities

for girls everywhere," the company noted.

In addition to the modern-day Sheroes, Barbie introduced dolls of three impactful women from history this year: aviator Amelia Earhart, artist Frida Kahlo, and mathematician Katherine Johnson. Though the 14 modern-day role model dolls are one-of-a-kind and not currently available for sale, the three dolls in the historical Inspiring Women line are currently available for pre-order, and will be available for purchase in the coming months. To participate in the call to inspire women around the world, Barbie is also encouraging fans to share women who inspire them on social media using the hashtag #MoreRoleModels. — mashable.com



Picture shows aviator Amelia Earhart, artist Frida Kahlo, and mathematician Katherine Johnson.



Mexican Mara Romeo, great-niece of late Mexican artist Frida Kahlo, speaks during an interview with AFP at a family house in the neighborhood of Coyoacan, Mexico City. — AFP photos

## Row erupts over new Frida Kahlo Barbie

The new Frida Kahlo Barbie raised eyebrows, and indeed unibrows, from the moment it was announced. Now the late Mexican artist's family alleges the rights to her image have been stolen, and accuses toymaker Mattel of misrepresenting her appearance and ignoring what she stood for. Mattel announced on Wednesday that Kahlo, a painter known for her searingly intimate portraits as well as her defiantly unplucked eyebrows, would be included in its newest collection of Barbie dolls.

It was perhaps an unlikely choice for the maker of the famously buxom blonde doll, given that Kahlo was known for upending gender norms and traditional ideas about how women should look and act. Released just ahead of International Women's Day, the "Inspiring Women" collection includes dolls based on Kahlo, aviation pioneer Amelia Earhart, African-American mathematician Katherine Johnson and other historic figures. But Kahlo's family soon issued a statement objecting to the doll.

"Mrs Mara Romeo, great-niece of Frida Kahlo, is the

sole owner of the rights of the image of the illustrious Mexican painter Frida Kahlo," it said. "The company Mattel does not have the proper authorization to use the image of Frida Kahlo," it added, threatening to take "necessary measures" against the California-based toymaker. However, an American company called the Frida Kahlo Corporation insisted it was the legitimate owner of the rights. "Mattel has worked in close partnership with the Frida Kahlo Corporation, the owner of all rights related to the name and identity of Frida Kahlo, on the creation of this doll," it said in a statement.

Romeo's lawyer Pablo Sangri said the dispute arose after the family established the Frida Kahlo Corporation in 2005, in partnership with another company called Casablanca Distributors. The latter has violated their now-expired contract by failing to inform Kahlo's relatives about the uses of her "brand," he told AFP.

And the contract never granted the Corporation rights to Kahlo's image in the first place, only "certain uses of her name," he said. "The Frida Kahlo

Corporation doesn't hold, never held and will never hold the rights to Frida's image."

### Pop icon

But the problem goes deeper than just a dispute over image rights, said Romeo, the granddaughter of Kahlo's sister Cristina. Kahlo was known for her assertive embrace of her Mexican identity and her unabashed, unmanicured femininity. "I would have liked the doll to have traits more like Frida's, not this doll with light-colored eyes. I would have liked her to have a unibrow, for her clothes to be made by Mexican artisans," she told AFP.

"It should be a doll that represents everything my aunt represented, her strength. It should be a Frida that represents Mexico." With her slender face and almond eyes-topped by just the slightest hint of hair between her brows—the Frida Kahlo Barbie looks only vaguely like the real-life Frida. In recent years, Kahlo's image has been stamped onto an explosion of consumer products: nail polish, bags, shoes, coffee mugs and much, much more. Her instantly recognizable look—unibrow, thick black braids, flowery, hand-embroidered Mexican "tehuana" dresses—and the boldness with which she wore it have turned her into a pop icon. But Romeo said the companies behind such products are making them without the family's permission, and violating Kahlo's legacy in the process.—AFP



View of a doll depicting late Mexican artist Frida Kahlo exhibited at her sister's house in the neighborhood of Coyoacan, Mexico City.



Picture of a shoe with the image of late Mexican artist Frida Kahlo, which alongside other commercial products, is exhibited at her sister's house in the neighborhood of Coyoacan, Mexico City.



View of commercial products with the image of late Mexican artist Frida Kahlo exhibited at her sister's house in the neighborhood of Coyoacan, Mexico City.