# Hasbro Launches Imaginative PLAY-DOH Barbie Playsets in Licensing Collaboration with Mattel

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*Toy Fair® 2025 Attendees Can Get a First Look at the PLAY-DOH Barbie Product Line at the Javits Center, Hasbro Booth #3435*

*Download Assets HERE*

PAWTUCKET, R.I. & EL SEGUNDO, Calif.--(BUSINESS WIRE)--Feb. 20, 2025-- Hasbro, Inc. (NASDAQ: HAS) and Mattel, Inc. (NASDAQ: MAT) today announced the launch of a new PLAY-DOH Barbie collection from Hasbro's new licensing collaboration with Mattel. This unique line includes an assortment of dolls with special fashion-making tools that encourage kids to bring out their inner fashionista and create whatever DOH-ified fashions they can imagine. The PLAY-DOH Barbie line will be sold by Hasbro, launching in Target stores and online in June 2025, and will be available at most retailers in August 2025. You can download assets HERE.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250220451790/en/

PLAY-DOH Barbie Collection (Photo: Business Wire)

PLAY-DOH Kids Can Dream It, Design It...and bring their stylish imaginations to life through PLAY-DOH fashions featuring Barbie dolls, PLAY-DOH compound, special fashion-making tools and molds, new PLAY-DOH Pattern Sheets, and more. The debut PLAY-DOH Barbie collection highlights the PLAY-DOH Barbie Designer Fashion Show Playset, which features a 2-in-1 runway and design studio playset, fashion-making tools like the ruffle maker and faux fur roller, and PLAY-DOH Pattern sheets with chic designs that look just like fabric, except they're PLAY-DOH compound! Additionally, the PLAY-DOH Barbie Designer Dolls Assortment features four different playsets, each complete with a doll and special fashion-making tools, and the PLAY-DOH Barbie Designer Pattern Packs Assortment offers a new format of PLAY-DOH compound with floral, gem, pearl, and bow patterns. The line is sure to spark imaginations, letting kids make and remake whatever DOH-ified fashions they can dream up.

"It's the PLAY-DOH brand's mission to elevate the value of imagination, and fashion is a natural manifestation of that creativity and self-expression," said Tim Kilpin, President, Toys, Games, Licensing & Entertainment for Hasbro, Inc. "By collaborating with an iconically stylish brand like Barbie, we're creating new ways for PLAY-DOH kids to bring their own imaginations to life through fashion and PLAY-DOH."

"Barbie has a 65+ year legacy of being the ultimate style icon and serving as a canvas for creative expression and fashion play," said Lisa McKnight, Chief Brand Officer and Executive Vice President, Mattel. "We are so excited about our new collaboration with PLAY-DOH, translating this heritage into a unique play experience for children, combining the best of fashion play with arts and crafts."

The PLAY-DOH Barbie collection was inspired by massive consumer trends on social media of pairing PLAY-DOH compound with Barbie dolls, sparking the limitless creative possibilities of designing styles through an arts and crafts lens. This licensing collaboration between two iconic brands in their respective toy categories, PLAY-DOH and Barbie, gives consumers a branded experience that unleashes this imaginative potential so kids can dream up and design fun and stylish looks for their Barbie doll with PLAY-DOH compound and tools.

Originally developed as a wallpaper cleaner, PLAY-DOH compound is now the #1 reusable modeling compound, sold in more than 80 countries worldwide. As a classic toy that has shaped imaginations for generations, the PLAY-DOH brand aims to provide resources to audiences everywhere to make imagination accessible and fun for all - bringing families together for engaging activities beloved across generations. The PLAY-DOH brand has always been synonymous with imagination, providing kids the creative freedom to express themselves by championing the universal importance of individuality, expression and self-belief.

Since 1959, the Barbie brand's purpose has been to inspire the limitless potential in every girl. What started out as a revolutionary idea—a doll that inspired girls to explore their limitless possibilities—has grown into a global phenomenon. Sold in over 150 countries, Barbie is the original girl empowerment brand and the most inclusive doll line on the market. From highlighting global role models to having a resume with over 250 careers and counting, Barbie continues to show that you can be anything.

For updates, follow Play-Doh on Instagram, TikTok, Facebook and YouTube and Barbie on Instagram, TikTok, Facebook and YouTube.

**About Hasbro**

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With over 100 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by

its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit https://corporate.hasbro.com or @Hasbro on LinkedIn.

**About Mattel**

Mattel is a leading global toy company and owner of one of the strongest portfolios of children's and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain, and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO®, Masters of the Universe®, Monster High® and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming and digital experiences, music, and live events. We operate in 35 locations and our products are available in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential. Visit us online at mattel.com.

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