



I'm a Barbie girl

Featuring the world's largest and most comprehensive collection of Barbie dolls and licensed Barbie products, the first ever Barbie Store for Mattel is open for business in Shanghai. Mattel wanted a store where "Barbie is hero"; expressing Barbie as a global lifestyle brand by building on the brand's historical link to fashion. Slade Architecture has designed the store and their approach is a fun, unapologetically feminine interpretation of Barbie – past, present, and future. Barbie-inspired refreshments are served in the Barbie Café and girls can even take part in a real runway show on the Barbie Fashion Stage.