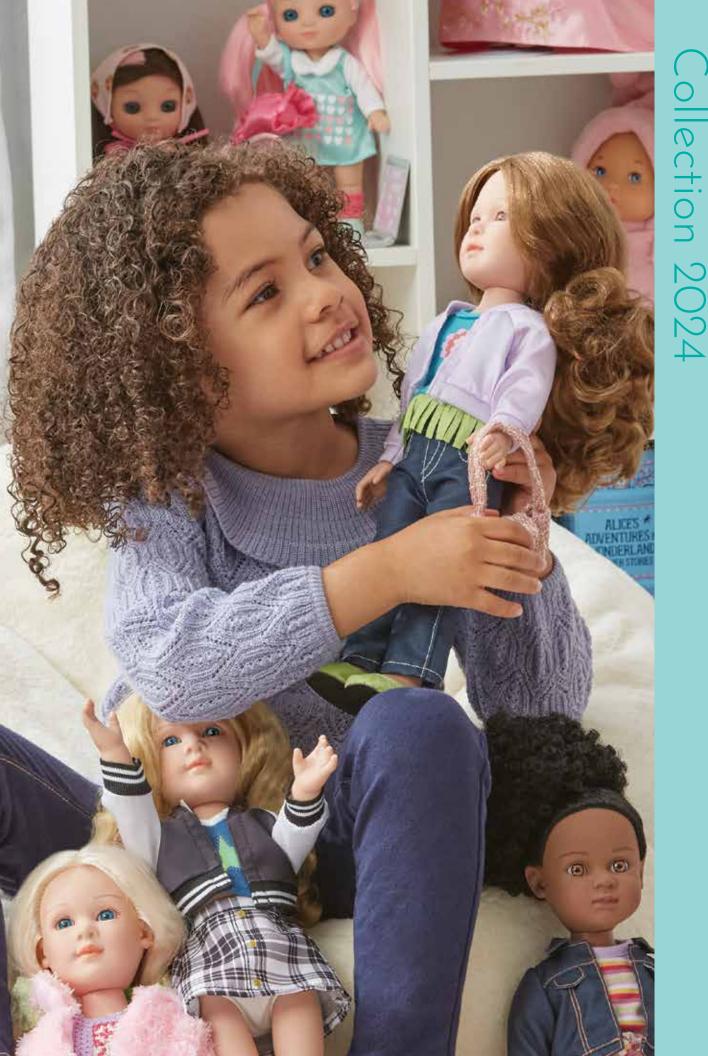
MADAME ALEXANDER Collection 2024





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OVER A CENTURY OF BEAUTIFUL DOLLS

For over 100 years, Madame Alexander has made dolls with Love in the Details. The pinnacle of quality and play value, Madame Alexander dolls have taught generations of children imaginative, nurturing play, and inspired doll lovers of all ages.

Madame Beatrice Alexander was a true American original and pioneer. In 1923, she founded the Alexander Doll Company and revolutionized the doll industry. Today, her legacy lives on as the Madame Alexander brand continues to make inspiring dolls that reflect our changing world and create kind kids for generations to come.

Due to the handcrafted nature of each Madame Alexander creation, products, contents and color may vary. Items are UPC coded.
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ABOUT MADAME ALEXANDER DOLL COMPANY

Madame Alexander envisioned dolls as valuable learning tools to teach children empathy, compassion, and responsibility. Drawing upon decades of dollmaking heritage and expertise, Madame Alexander dolls can be cherished for years to come, and passed from generation to generation. All Madame Alexander dolls are beautifully designed with the credo "love is in the details" in mind to encourage a lifetime of play and collecting.

A CENTURY OF DOLLMAKING

As a child, Beatrice Alexander spent time in her stepfather's doll hospital. She saw the sadness of children surrendering their broken porcelain dolls for repair. Understanding that doll play created kinder kids and was important in child development, she made it her mission to create dolls that could be played with and loved. She was inspired to found her doll company in 1923, revolutionizing the doll industry. Her many innovations included:

- Madame was a groundbreaking female entrepreneur in a male-dominated world.
- While her first dolls were cloth and composition, Madame made dolls both lifelike and unbreakable through the innovative use of plastics.
- Madame Alexander was first to license characters from books, movies and television.
- Madame Alexander dolls popularized "sleep eyes" and the first walking dolls.
- In 1955, she debuted Cissy, the first fashion doll in America – opening the world of doll play to older children, and to collectors.
- In recognition for all her creativity and innovations she was inducted into the prestigious Toy Industry Hall of Fame.



For over 100 years, Madame Alexander dolls have grown up with Americans of all ages and have been lovingly passed from generation to generation. Today, Madame Alexander dolls continue to evolve to meet the needs of today's parents and kids, while maintaining the core values of quality, imaginative play, and love in the details.



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PLAY DOLLS

ALEXANDER GIRLZ®

joy wherever they go, and help kids be kind, dream big, and play imaginatively!



C New! Alexander Girlz - Brooks

B New! Alexander Girlz - Paisley

D New! Alexander Girlz - Zola

E New! Alexander Girlz - Avi



POTTY PALS™ BABY





BABBLEBABY®

Just press the belly, and BabbleBaby's gentle, realistic sound feature will engage your child in hours of play. BabbleBaby has a sweet face with sleep eyes, an adorable outfit, and a soft body for your child to cuddle. Choose from two styles. Batteries included.

14" Tall • Age 18 months + • Style # 20597

A BabbleBaby - Starfish B BabbleBaby - Pink Swan 14" Tall • Age 18 months + • Style # 20596 MADAME ALEXANDER*

PLAY DOLLS

MADAME ALEXANDER LEARN TO DRESSTM KOALA





SNUGGLE NUGGET®

Our Snuggle Nugget dolls are made for comforting sensory play! Soft and squeezable, these all-fabric 14" dolls are perfect for snuggling day and night. Their sweet embroidered faces and plush fabric bodies will charm and delight children of all ages.



- A Snuggle Nugget Kitty Light Skin Tone
- 14" Tall Age Newborn + Style # 20737
- **B** Snuggle Nugget Kitty Medium Skin Tone
- 14" Tall Age Newborn + Style # 20815
- C Snuggle Nugget Kitty Dark Skin Tone 14" Tall • Age Newborn + • Style # 20814
- D Snuggle Nugget Puppy Light Skin Tone

14" Tall • Age Newborn + • Style # 20736



HUGS AND GIGGLES™



Hugs and Giggles is a delightfully soft and huggable 13" toddler who can fit her thumb or pointer finger in her mouth. Comes with a headband and bib.

A Hugs and Giggles • Light Skin Tone
13" Tall • Age 12 Months + • Style # 20708

B Hugs and Giggles • Medium Skin Tone
13" Tall • Age 12 Months + • Style # 20800

C Hugs and Giggles • Dark Skin Tone
13" Tall • Age 12 Months + • Style # 20801



Delightful 8" baby doll is a child's 'go anywhere companion



LITTLE CUTIES

Take baby on visits, in the car, and to the store. Soft fabric body, with molded head, painted features, molded limbs, all ready for cuddling! Wears a removable printed jersey outfit with a hat or headband. Each doll is packed with a hangtag.

A Little Cuties Assortment • Light Skin Tone 8" Tall • Age Newborn + • Style # 20190

B Little Cuties - Pink Case Pack • Medium Skin Tone 8" Tall • Age Newborn + • Style # 20402

C Little Cuties - Pink Case Pack • Dark Skin Tone 8" Tall • Age Newborn + • Style # 20403

MADAMEALEXANDER.COM II



BABY ALEXANDER®



A Baby Lexi Cloth Doll • Dark Skin Tone



SWEET BABY NURSERY®

Sweet Baby Nursery dolls are perfect for tiny hands. These 12" baby dolls are designed to engage little ones' senses and are created of baby-safe materials, from their soft bodies and outfits to their molded faces. Choose from four styles: Blossoms & Bows and Bows & Bears each include a soft hoodie; Little Love Essentials includes a plush llama, bib, blanket and bottle; Little Love Princess includes a blanket and bottle.

A Sweet Baby Nursery - Bows & Bears 12" Tall • Age 2 + • Style # 20590

B Sweet Baby Nursery - Little Love Princess 12" Tall • Age 2 + • Style # 20383

C Sweet Baby Nursery - Blossoms and Bows 12" Tall • Age 2 + • Style # 20591

D Sweet Baby Nursery - Little Love Essentials 12" Tall • Age 2 + • Style # 20384



MY FIRST

Dressed in soft plush, this baby is the perfect first doll for any little one. Cute and cuddly, this 12" newborn baby doll with soft fabric body is ready to be hugged and snuggled.



A My First Powder Pink - Medium Skin Tone14" Tall • Age Newborn + • Style # 46673

C My First Lavender - Light Skin Tone 14" Tall • Age Newborn + • Style # 20298

E My First Mint - Light Skin Tone 14" Tall • Age Newborn + • Style # 7604 **B My First Mint - Dark Skin Tone** 14" Tall • Age Newborn + • Style # 20302

D My First Powder Pink - Dark Skin Tone 14" Tall • Age Newborn + • Style # 46671

F My First Powder Pink - Light Skin Ton 14" Tall • Age Newborn + • Style # 46670

G My First Lavender - Dark Skin Tone 14" Tall • Age Newborn + • Style # 20300

I4 MADAMEALEXANDER.COM I5



PEEKABOOS®

This sweet 12" baby doll is cuddly, cute and will fuel your child's imagination for hours of fun! Dressed in an adorable plush animal hoodie that can pull up or down to play peek-a-boo. Soft and squeezable with painted facial features, this baby will inspire lots of nurturing play!



A Peekaboos Koala • Light Skin Tone 12" Tall • Age Newborn + • Style # 20731

C Peekaboos Highland Cow • Light Skin Tone
12" Tall • Age Newborn + • Style # 20730

E Peekaboos Sloth • Light Skin Tone 12" Tall • Age Newborn + • Style # 20110 B Peekaboos UniCat • Dark Skin Tone
12" Tall • Age Newborn + • Style # 20419

D Peekaboos UniCat • Medium Skin Tone
12" Tall • Age Newborn + • Style # 20418

F Peekaboos UniCat • Light Skin Tone
12" Tall • Age Newborn + • Style # 20111

G Peekaboos Llama • Light Skin Tone
12" Tall • Age Newborn + • Style # 20108





MY LITTLE GIRL®



This adorable 14" toddler doll is ready to be your child's special friend! She has rooted hair in adorable pigtails, sleep eyes, and a soft body with a weighted bottom. Dressed for playtime in a sweet polka dot pinafore, tee, leggings and headband, or dressed for a day out in rainbow overalls and striped tee. Includes comb and brush

A My Little Girl • Polka Dot Pinafore • Dark Skin Tone

14" Tall • Age 2 + • Style # 20222

B My Little Girl • Polka Dot Pinafore • Medium Skin Tone

C My Little Girl • Polka Dot Pinafore • Light Skin Tone

O My Little Girl • Rainbow Overalls • Light Skin Tone

4" Tall • Age 2 + • Style # 20600



Fully submersible for water fun.



SPLASH AND PLAY™

Our Splash and Play babies will be your child's bestie at the beach or in the bath! Fully submersible, they float and drip-dry. Two styles, each dressed in a sea-themed swim set with a hooded towel. Includes squirt toy and a bottle.

A Splash and Play Seahorse
12" Tall • Age 2 + • Style # 20599

B Splash and Play Mermaid Princess
12" Tall • Age 2 + • Style # 20598

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BABY CUDDLES™





SWEET SMILES

This adorable 14" baby is just the right size for snuggling! Baby has sleep eyes and a soft body with weighted bottom, so it feels so real to your child! Dressed in classic pink bunny pajama, striped kitty dress with legging, cuddly koala jumper or purple puppy embroiderd dress. Comes with a bottle.



A Sweet Smiles - Kitty • Light Skin Tone |4" Tall • Age 12 months + • Style # 20244

C Sweet Smiles - Puppy • Light Skin Tone
14" Tall • Age 12 months + • Style # 20728

E Sweet Smiles - Pink • Medium Skin Ton 14" Tall • Age 12 months + • Style # 20242 B Sweet Smiles - Pink • Dark Skin Tone 4" Tall • Age 12 months + • Style # 20243

D Sweet Smiles - Cuddly Koala • Light Skin

Tone 14" Tall • Age 12 months + • Style # 20592

F Sweet Smiles - Pink • Light Skin Tone 14" Tall • Age 12 months + • Style # 20210





PLAY DOLLS

IT'S ALL ME!®



A It's All Me! - Yoga + Baker Light Skin Tone/Blue Eyes/Brunette Hair

C It's All Me! - Basketball + PaddleBoard Light Skin Tone/Blue Eyes/Blonde Hair

E It's All Me! - Candy + Coding Light Skin Tone/Blue Eyes/Pink Hair

G It's All Me! - Camping + Chess Light Skin Tone/Brown Eyes/Red Hair 8" Tall • Age 3 + • Style # 20611

B It's All Me! - Dance + Swim 8" Tall • Age 3 + • Style # 20609

D It's All Me! - Artist + Cheerleader

F It's All Me! - Tennis + Ice Cream 8" Tall • Age 3 + • Style # 20607

H It's All Me! - Soccer + Chef



ADOPTION DAY BABY®



D Adoption Day Baby - Girl/Light/Brown



PLAY DOLLS

ACCESSORIES





A Soft Gray Car Seat/Carrier

C Soft Gray Umbrella Stroller Age 2 + • Style # 20376

E Soft Gray On the Go Essentials Age 3 + • Style # 20381

B Soft Gray Pack and Play Age 2 + • Style # 20378

D Soft Gray Clip On Chair Age 2 + • Style # 20379

F Soft Gray Fabric Doll Carrier

MADAME ALEXANDE



NEWBORN NURSERY®



F Angel Love

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HUGGUMS®

These classic 12" baby dolls are perfect for tiny hands. Made with soft bodies meant to be hugged. One of these adorable dollies will become your "baby's baby."



A Lavender Check Huggums
Light Skin Tone • 12" Tall
Age 2 + • Style # 20414

C Kitty Huggable Huggums

12" Tall • Age 2 + • Style # 76150

E Bubble Gum Huggable Huggums 12" Tall • Age 2 + • Style # 30170

G Christening Celebrations
Huggable Huggums
12" Tall • Age 2 + • Style # 38900

I Pink Check Huggums
Light Skin Tone • 12" Tal
Age 2 + • Style # 29200

B Pink Bunny Huggums 12″ Tall • Age 2 + • Style # 28960

D Lavender Check Huggums
Dark Skin Tone • 12" Tall
Age 2 + • Style # 20417

F Pretty Pinafore
Huggable Huggums
12" Tall • Age 2 + • Style # 36490

H Going to Grandma's Huggums
12" Tall • Age 2 + • Style # 28955

J Lavender Check Huggums
Medium Skin Tone • 12" Tall
Age 2 + • Style # 20416

K Mint Check Huggums
Light Skin Tone • 12" Tall
Age 2 + • Style # 75240





LEE MIDDLETON



These realistic 16" baby dolls have natural teatures and lifelike expressions. Soft weighted bodies make these newborn dolls feel so cuddly and real! Every doll is packed in a window box and accompanied by a blanket, pillow and adoption certificate.

A Newborn Baby Pink Cloud • Light Skin Tone
16" Tall • Age 2 + • Style # 72850

B Newborn Baby Pink Cloud • Dark Skin Tone
16" Tall • Age 2 • • Style # 20725





PUSSYCAT

A favorite for decades! Pussycat is a soft, beautifu 14" baby dressed for a party in a matelasse heart dress. Pussycat is presented in the classic Madame Alexander 'shoebox' with pink tissue.

A Pink Hearts Pussycat

14" Tall • Age 3 + • Style # 20601

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PLAY DOLLS

KINDNESS CLUB



C Kindness Club - Rosa

D Kindness Club - Zola











KINDNESS CLUB® OUTFITS

F Kindness Club - Winter Carnival Set Outfit only • Age 3 + • Style # 20685

G Kindness Club - Happy Hearts Set Outfit only • Age 3 + • Style # 20605

H Kindness Club - Sun Is Fun Set Outfit only • Age 3 + • Style # 20686

I Kindness Club - Kind Is Cool Set Outfit only • Age 3 + • Style # 20603



CELEBRATIONS



A A Birthday Wish

Medium Skin Tone/Brown Eyes/Brunette Hair 8" Tall • Articulated Wendy Body • Age 14 + Style #20551

C A Birthday Wish

Light Skin Tone/Blue Eyes/Blonde Hair 8" Tall • Articulated Wendy Body • Age 14 + Style # 20553

E First Communion Day

Light Skin Tone/Brown Eyes/Brunette Hair 8" Tall • Articulated Wendy Body • Age 14 + Style # 20554

B A Birthday Wish

Light Skin Tone/Brown Eyes/Brunette Hair 8" Tall • Articulated Wendy Body • Age 14 + Style # 20550

D A Birthday Wish

Dark Skin Tone/Brown Eyes/Brunette Hair 8" Tall • Articulated Wendy Body • Age 14 + Style # 20552

F First Communion Day

Light Skin Tone/Blue Eyes/Blonde Hair 8" Tall • Articulated Wendy Body • Age 14 + Style # 20555

G First Communion Day

Medium Skin Tone/Brown Eyes/Brunette Hair 8" Tall • Articulated Wendy Body • Age 14 + Style # 20556



COLLECTIBLE DOLLS STORYLAND

A New! Ocean Enchantress Mermaid 8" Tall • Articulated Wendy Body • Age 14 + Style # 20897

B Alice

8" Tall • Articulated Wendy Body • Age 14 + Style # 20549

C Snow White

8" Tall • Articulated Wendy Body • Age 14 + Style # 20535

D Rapunzel

8" Tall • Articulated Wendy Body • Age 14 + Style # 20741

E Fairy Godmother 8" Tall • Articulated Wendy Body • Age 14 + Style # 20532

F Hua Mulan

8" Tall • Articulated Wendy Body • Age 14 + Style # 76235

G New! **Enchanting Beauty**

8" Tall • Articulated Wendy Body • Age 14 + Style # 20898

H Red Riding Hood

8" Tall • Articulated Wendy Body • Age 14 + Style # 20533

I The Princess and the Pea

8" Tall • Articulated Wendy Body • Age 14 + Style # 20740

J The Three Little Pigs

8" Tall • Articulated Wendy Body • Age 14 + Style # 20739



SEASONAL



A Grandma's Irish Dancer

8" Tall • Articulated Wendy Body • Age 14 + Style # 20543

C Bunny Hop

8" Tall • Articulated Wendy Body • Age 14 + Style # 20750

E New! Mushroom Magic Witch

8" Tall • Articulated Wendy Body • Age 14 + Style # 20900

G Bee-Witched

8" Tall • Articulated Wendy Body • Age 14 + Style # 20541

B New! Irish Treasure

8" Tall • Articulated Wendy Body • Age 14 + Style # 20899

D All American Cutie

8" Tall • Articulated Wendy Body • Age 14 + Style # 20749

F Frightful and Delightful Witch

8" Tall • Articulated Wendy Body • Age 14 + Style # 20742

H Pirate Lass

10" Tall • Articulated Cissette Body • Age 14 + Style # 20542





COLLECTIBLE DOLLS SEASONAL

A Deer Santa

Light Skin Tone/Brown Eyes/Brunette Hair 8" Tall • Articulated Wendy Body • Age 14 + Style # 20744

B Deer Santa

Dark Skin Tone/Brown Eyes/Brunette Hair 8" Tall • Articulated Wendy Body • Age 14 + Style # 20745

C New! Festive Gnome

8" Tall • Articulated Wendy Body • Age 14 + Style # 20901

D Boughs of Holly

10" Tall • Articulated Cissette Body • Age 14 + Style # 20746

E New! Cookie Cutie

8" Tall • Articulated Wendy Body • Age 14 + Style # 20902

F Woodland Christmas

8" Tall • Articulated Wendy Body • Age 14 + Style # 20539

G Golden Holiday Celebration

Light Skin Tone/Green Eyes/Brunette Hair 8" Tall • Articulated Wendy Body • Age 14 + Style # 20540

H Golden Holiday Celebration

Dark Skin Tone/Brown Eyes/Brunette Hair 8" Tall • Articulated Wendy Body • Age 14 + Style # 20562

I New! Winter in White

10" Tall • Articulated Cissette Body • Age 14 + Style # 20903

J Santa Paws

8" Tall • Articulated Wendy Body • Age 14 + Style # 20743



BALLET



A Sugar Plum Fairy

Light Skin Tone/Brown Eyes/Brunette Hair 8" Tall • Articulated Wendy Body • Age 14 + Style # 20545

C Waltz of the Snowflakes

Light Skin Tone/Brown Eyes/Brunette Hair 8" Tall • Articulated Wendy Body • Age 14 + Style # 20754

E New! **Clara in the Nutcracker** Light Skin Tone/Blue Eyes/Brunette Hair

8" Tall • Articulated Wendy Body • Age 14 + Style # 20905

G Aqua Arabesque

8" Tall • Articulated Wendy Body • Age 14 + Style # 76370

B Sugar Plum Fairy

Dark Skin Tone/Brown Eyes/Brunette Hair 8" Tall • Articulated Wendy Body • Age 14 + Style # 20563

D Waltz of the Snowflakes

Dark Skin Tone/Brown Eyes/Brunette Hair 8" Tall • Articulated Wendy Body • Age 14 + Style # 20755

F New! Clara in the Nutcracker

Medium Skin Tone/Brown Eyes/Brunette Hair 8" Tall • Articulated Wendy Body • Age 14 + Style # 20906

H Swan Lake - The Black Swan

10" Tall • Articulated Cissette Body • Age 14 + Style # 20546

I Swan Lake - The White Swan

10" Tall • Articulated Cissette Body • Age 14 + Style # 20547

ANGELS INTERNATIONAL





A New! Frost Angel 8" Tall • Articulated Wendy Body • Age 14 + Style # 20904

C Egypt 8" Tall • Articulated Wendy Body • Age 14 + Style # 20528

B Ice Angel 10" Tall • Articulated Cissette Body • Age 14 + Style # 20751

D Netherlands 8" Tall • Articulated Wendy Body • Age 14 + Style # 20529





CISSETTE



E Gilded Gala 10" Tall • Articulated Cissette Body • Age 14 + Style # 20760

F New! Marie Antoinette
10" Tall • Articulated Cissette Body • Age 14 +
Style # 20910



600 Third Ave, 2nd Floor New York NY 10016

"Dolls are made to be played with and loved."

- Madame Alexander

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