

Ruth Handler

The inventor of Barbie



Born in 1896

- married school boyfriend Elliot at 21
- moved to hollywood together



MATTEL

- Elliot founded company „MATTEL“ during 2. World war
- they sold furniture, „knick knacks“ and plastic toys



Ruths children Kenneth & Barbera

- Barbera did not like playing with Baby born dolls
- preferred dolls to dress up

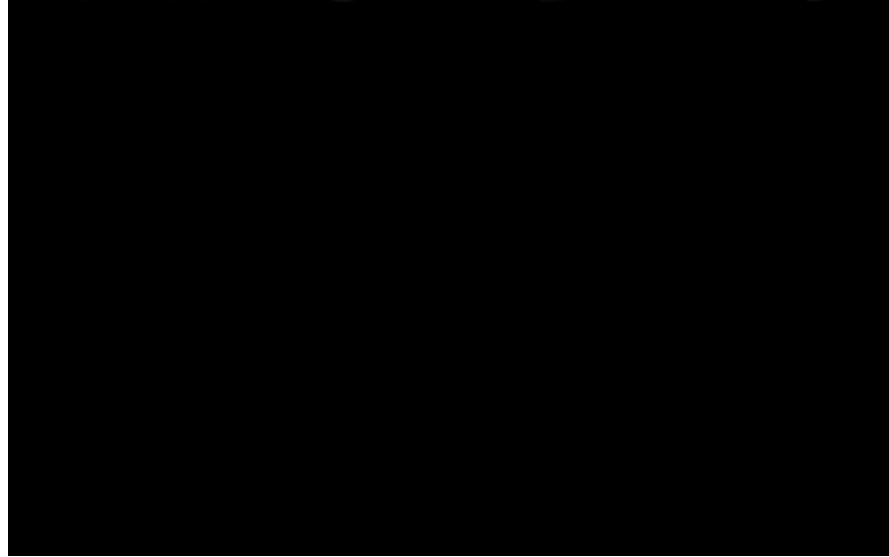


Bild-Lilly

- Ruth found „Bild-Lilly“ on a trip in 1956
- Idea for the Barbie was born



The Barbie came onto
the market at 1959



First Barbies



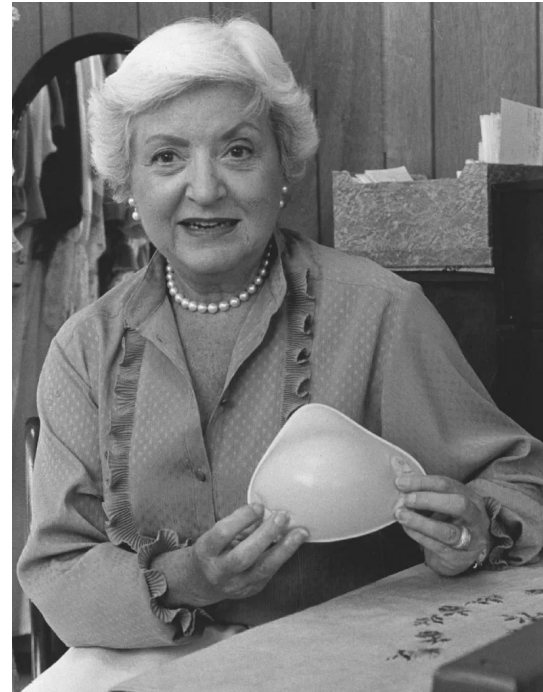
She suffered from breast cancer in 1960

- suffered from breast cancer in 1960
- had to remove a breast



„Nearly me“

- could not find good breast prostheses
- founded „Nearly me“ and made comfortable breast prostheses



The End

- sold the company for a huge Profit
- died 11 years later at the age of 85



used sources

- <https://en.wikipedia.org/wiki/Barbie#History>
- <https://museen.nuernberg.de/spielzeugmuseum/die-sammlung/highlights-spielzeugmuseum/vash/puppe-bild-lilli>
- Video 1st Barbie commercial - <https://www.youtube.com/watch?v=bQbRaMrqiME>
- https://en.wikipedia.org/wiki/Ruth_Handler