

THE MADAME ALEXANDER DOLL COMPANY MEETS THE TOY INDUSTRY ASSOCIATION'S (TIA'S) TOP 2015 TOY TRENDS WITH NEW COLLECTIONS

February 2015 (New York, NY) – Each year, the U.S. Toy Industry Association (TIA) announces the hottest trends in toys that are set to resonate most with consumers and buyers. Among the 7 top trends presented at Toy Fair this month, 4 of these directly correlate with new Madame Alexander releases for 2015. Known for a history of offering girls of all ages and stages dolls and accessories that match their evolving lifestyles and play patterns, Madame Alexander is kicking off 2015 with exciting new product offerings that are exactly what today's girls are asking for.

Girls and moms today enjoy spending time together and using play as a means to do so. **"The Maker Movement"** highlights toys that allow kids to create and design items that are unique and personal to them. Madame Alexander is excited to partner with **Crayola** to release a co-branded **Pixie Doodles™** line to provide fun, magical, classic play that encourages girls to decorate and imagine a world of fairies. Girls have the ability to personalize and make each fairy doll their own glamorous creation by decorating wings and outfits with easy application.

With a new surge of technology and electronic-based toys and games, the need for classic and traditional toys remains a constant in the play space. **"Open-Ended" Toys** help to promote creativity and provide kids the freedom to play their own way based on their hobbies and interests. Madame Alexander prides itself on maintaining traditional doll play as a key cornerstone of the brand. From Madame Alexander's lifelike **Newborn Nursery Babblebaby™ Collection** to new **18-inch Play dolls**, Madame Alexander encourages girls to imagine and play, creating their own world and developing caring and nurturing skills along the way.

With today's moms and girls constantly on the move, the **"Mini Madness"** trend encompasses toys that come in small packages, along with smaller versions of existing products lines. Within Madame Alexander's 7-inch collection is the award-winning **Travel Friends™** series of dolls, which will be further expanded for 2015. Also introduced is a new offering co-branded with **NASCAR and superstar racecar driver Danica Patrick**, along with a new collection of **Princesses and I Dream™** dolls featuring aspirational, girl empowerment characters. The Madame Alexander 7-inch line is designed for playful portability at a lower price point so girls are able to travel with and enjoy collecting them all!

Girls today are loving toys that are aquatic-themed and geared to the theme of **"Under the Sea!"** For the first time, Madame Alexander is excited to introduce new **9-inch waterproof Splash & Play Mermaid dolls** for bath time fun along with **new 7-inch and 18-inch Mermaid Play dolls**. Glamorous and colorful, Madame Alexander is sure to make a splash with its new Mermaid doll assortment for 2015!

The entire Madame Alexander 2015 catalogue can be downloaded here:

http://www.madamealexander.com/media/wysiwyg/PDF/catalogs/3378_Madame_Alexander_2015_Digital_Publication.pdf

About Madame Alexander Doll Company, LLC

The Madame Alexander Doll Company encourages girls of all ages to enjoy a lifetime of doll fun, play, gifting, and collecting with products that include Madame Alexander Baby, Play and The Collection dolls that are beautifully designed and age-appropriate products of quality and craftsmanship.

The Company is an affiliate of Kahn Lucas Lancaster, Inc. Madame Alexander dolls and related accessories are available in all tiers of retail distribution in the U.S. and select markets internationally, as well as directly online. To learn more, visit: www.madamealexander.com.

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