



*Barbie*

BLACK HISTORY MONTH

AMAZON EXCLUSIVE CP COLLECTION

## **MY CONTRIBUTIONS TO THIS PROJECT:**

**LED CREATIVE DIRECTION AND GRAPHIC DESIGN FOR THE BARBIE BLACK HISTORY MONTH COLLECTION, DEVELOPING A COHESIVE VISUAL NARRATIVE THAT CELEBRATES LEGACY, REPRESENTATION, AND EMPOWERMENT. CONDUCTED ARCHIVAL RESEARCH TO CURATE IMAGERY OF ICONIC BLACK BARBIE DOLLS, ENSURING THE COLLECTION AUTHENTICALLY HONORED PAST AND PRESENT CULTURAL IMPACT.**

**PARTNERED WITH GLOBAL BRAND MARKETING TO SECURE ALIGNMENT AND APPROVALS ACROSS MESSAGING, TONE, AND PURPOSE. OVERSAW END-TO-END PRODUCT DEVELOPMENT, INCLUDING SAMPLING AND ITERATIVE ART ADJUSTMENTS, ENSURING ALL FINAL EXECUTIONS MET BOTH CREATIVE INTENT AND BRAND STANDARDS.**







BLACK HISTORY MONTH CP

# PRESS HIGHLIGHT

## BILLBOARD FEATURE

The Barbie Black History Month collection was featured by Billboard, spotlighting how the collection celebrates legacy, representation, and empowerment through iconic Black Barbie heritage and fashion-forward design.

### KEY CALLOUTS



Celebrates Black representation through Barbie heritage and archival-inspired graphics



Apparel assortment designed to honor past, present, and future generations



Features fashion-forward graphics inspired by iconic Black Barbie dolls



Messaging centered around empowerment, inclusivity, and cultural impact



Collection positioned as both nostalgic and contemporary for Barbie fans and collectors



Press recognition helped elevate visibility of the collection within pop culture and fashion spaces

**billboard**

PRODUCT RECOMMENDATIONS 2/24/2026

## MATTEL'S \$20 'BLACK BARBIE' TEES FUSE FASHION WITH REPRESENTATION - SHOP FOR BLACK HISTORY MONTH

While Nicki Minaj once sang about Black Barbies' "pretty face [and] perfect body" these shirts are about putting the *culture* in pop culture

By **Tim Chan**

Part of Amazon's **merch**-on-demand program, each Black Barbie T-shirt is available in more than a dozen colors, with generous sizing from small to 6X. Amazon offers big and tall, and plus sizes as well. This is an officially licensed release from Mattel.



VIEW THE FULL ARTICLE

<https://www.billboard.com/culture/product-recommendations/mattel-black-barbie-amazon-tshirt-buy-online-1236185384/>

