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## Face of the American Dream: Barbie Doll 1959-1971

*Christopher Varaste*

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### Face of the American Dream Barbie® Doll 1959-1971



by Christopher Varaste

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**Christopher Varaste : Face of the American Dream: Barbie Doll 1959-1971** before purchasing it in order to gage whether or not it would be worth my time, and all praised Face of the American Dream: Barbie Doll 1959-1971:

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beautiful book. arrived just as described in the ad and in a timely fashion.  
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A must have for the serious barbie collector!! Very nice photos and explanations of the various faces of Barbie through the years!!  
2 of 2 people found the following review helpful. A definite must for any Barbie lover.  
By A Customer  
This is a virtual encyclopedia of the Barbie Doll. The book is packed with facts that only a true aficionado would know: how the Barbie doll was discovered in Europe when the creator saw her daughter playing with paper dolls and envisioned a three dimensional doll; the Japanese influence in the early Barbie which borrowed from Kabuki theater; the creation of Ken; the 'swirl' ponytail; the early 60's "Bubble cut" Barbie favored by collectors; special packaging including wedding party gift set, mix and match; the bendable leg era which began in 1964; the mod era of the late 60's; the

athletic Barbie of the 70's. Female icons and social changes are also chronicled in the book: civil rights, women's liberation, Cher, Jane Fonda, Barbara Eden; the changing image of women. All of the tremendous societal upheavals of the 60's had an effect in how Barbie evolved. Advertising and make-up in the real world influenced Mattel's designs for Barbie. Always one step ahead of the social climate, Mattel's Barbie remains more than a toy. She is the mascot of her era and a historical marker for understanding social changes in the lives of women in the US in the last 50 years.

This book is a fresh look at the early Barbie dolls as "time capsules of the past" that mirror popular culture. The fashion trends, make-up and hairstyles of the 60s are beautifully embodied in these lovely photographs of vintage Barbie dolls. Actual ads for beauty products are shown to document the fashionable trends of the period. The author has done a wonderful job of pointing out the revolutionizing influences on the fashions and selecting dolls that perfectly embody the various styles, giving us a first hand look at the changing American dream. 425+ color photos plus some black white. 192 pages.

From the Back Cover A unique look at America's favorite doll icon correlates fashion trends with the makeup and hairstyles that the Barbie doll wore between 1959 and 1971. A close inspection of the doll, rather than just her clothes, gives insight on how her face was painted, how her hair was styled and all of the influences that kept her a fashion statement during the changing beauty developments from the Kennedy era through the Mod 1960s. Interesting and informative, with fabulous photographs, Face of the American Dream will delight anyone who ever played with a Barbie doll, and for those who didn't, it is fun to read as a mass culture documentary about changing beauty trends. About the Author Christopher Varaste graduated from Syracuse University and worked as a producer on many television programs including the Tony Awards. His love of art led to SoHo where he was a director for several art galleries and served as a curator for many important retrospectives including Peter Max, famed Time/Life photographer Alfred Eisenstaedt, and the renowned fashion illustrator Rene Gruau. He has had shows of his own works at View Monde Gallery and has written and directed two off-Broadway plays. Presently he divides his time between photography and screenwriting. An introduction to designer Billy Boy inspired his interest in the Barbie doll. His dolls have appeared in magazines such as Miller's Fashion Doll. He plans to continue photographing Barbie doll and friends!