

FOSSIL UNVEILS SPECIAL-EDITION BARBIE® COLLABORATION FEATURING ACCESSORIES THAT CELEBRATE ICONIC STYLE



Richardson, Texas – July 5, 2023 – Fossil is excited to release [Barbie™ x Fossil](#), our new special-edition collaboration inspired by the global icon herself. Featuring classic motifs, charming details and Barbie's iconic shade of pink, the collection of watches, leather goods and jewelry is made for taking on the day in style. Barbie™ x Fossil launches for fans globally on **July 10**.

"We're thrilled to launch this collaboration to celebrate Barbie, a global icon with a long legacy of sparking joy and imagination. Our designers were inspired by her style archives—reimagined in a fresh, modern way—and we hope our customers enjoy the combination of nostalgia and creativity," says Melissa Lowenkron, Chief Brand Officer.

With three timepieces to choose from, the collection features our fan-favorite Watch Ring (\$150) with a five-petal flower design inspired by the quintessential floral print found on all-things Barbie, as well as the Raquel watch (\$295) reimagined with some of her most recognizable icons: a custom-cut crystal flower charm, bright pink pump, roller skate and classic car. The collection's customizable Carlie timepiece (\$260) comes with an additional interchangeable strap and extra chevron topring, inspired by the original Barbie black-and-white swimsuit, for even more ways to wear.

More standout styles include the Liza camera bag (\$195) and Penrose wallet crossbody (\$175) in the most iconic shade of pink, naturally. Made of soft, smooth-grain leather, the bags shine with statement hardware. The Liza camera bag is embossable to make it truly personal and features a sporty nylon strap, while the Penrose wallet crossbody features a detachable chain strap to be worn as a crossbody or clutch. Pair each with the Vada card case (\$60) and car keyfob (\$50)—with wheels that actually roll—for even more nostalgia.

Barbie™ x Fossil also features a stackable jewelry collection with pink crystal accents, subtle sparkle and classic charms fashioned after some of her favorite things. The Barbie locket necklace (\$125) is the ultimate keepsake adorned in mother-of-pearl embellishments and finished with her stylish silhouette, as well as a spot for a picture inside—of your bestie (or Ken). Additional pieces include the earring stud set (\$95), bracelet with classic charms (\$125), and

pink crystal necklace (\$65) and ring (\$60) inspired by a classic Barbie jewel often spotted on her finger.

Visit [Fossil.com](https://www.fossil.com) and select Fossil retail stores to shop Barbie™ x Fossil beginning **July 10**, and follow [@Fossil](https://www.instagram.com/fossil) to stay up to date on future launches coming soon.

FOSSIL

[Fossil](https://www.fossil.com) is a leading global lifestyle accessories brand inspired by creativity and ingenuity. We create timeless, well-crafted leather goods, jewelry and watches to accessorize a joyful, inspired life. In everything we do, we strive to Make Time For Good™, working to create positive change for our people and communities.

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About Mattel

Mattel is a leading global toy company and owner of one of the strongest catalogs of children's and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain, and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO®, Masters of the Universe®, Monster High® and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming, music, and live events. We operate in 35 locations and our products are available in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential. Visit us online at [mattel.com](https://www.mattel.com).