

Response from MGAe (Bratz Dolls)

“Since 2001, Bratz (fashion) dolls have promoted diversity (the first doll that was sold as multi-cultural), learning (Family Fun magazine award-winning Bratz Cyber Laptop), fitness & sports activities (Bratz Play Sports), creativity (Bratz Fashion Designer and Bratz Sewing Machine), personal care (Bratz Hair Style) and making the world a greener place to live (Bratz Flower Girlz). Kids buy Bratz dolls because they’re beautiful, creative, and fun to play with,” said MGA Entertainment President and CEO Isaac Larian.

Renowned consumer psychologist Dr. Bryan Young had the following to say:

“What does it really mean to a child? Parents are always uncomfortable with their children’s emergent sexuality, but with Bratz we’re talking about children as young as eight,” said Dr Bryan Young, a consumer psychologist at Exeter University. “Parents might feel awkward but I don’t think children see the dolls as ‘sexy’. They just think they’re pretty. Whether we like it or not, celebrity culture is important and children do aspire to having impossible dreams.”

Please also express that the one "letter" that talks about Bratz with "big breasts" as well as describing the Barbie Girls website in relation to Bratz is confusing and misleading and incorrect.