

New Dolls for 2008

Despite Rumors, Classic Play Category Thrives

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When *TDmonthly Magazine* calls toy-store owners about hot sellers, dolls aren't usually at the top of their lists.

“I can't wait to see what they have in store for 2008.”

— *Collette Shockley, Littlest Princess Doll Shoppe*

“Doll sales have slowed down since 2001 because of the great number of new dolls and new doll companies entering the marketplace,” said Beau James, director of marketing for [Corolle Dolls](#).

SLOW SALES GAIN SPEED

Despite the glut, the trend of slow sales seems to be reversing. According to the latest NPD polls, doll sales increased by 3 percent in the last three years.

“There may be cycles in sales, but the basics are important and will continue for as long as little girls are able to form healthy attachments, listen to stories and prepare for life,” explained **Dr. Toy**, a.k.a. Stevanne Auerbach, Ph.D. “Dolls provide nurturing to children, comfort, a secret friend to talk with, fantasy play, communication and emotional support.”



KidsGive Karito Kids Zen Vibe

And no matter how the category does as a whole, many doll companies thrive.

'08 INTROS GO GLOBAL

This 21” doll has the Aussie look and freckles. She is part of the Karito Kids World Collection of dolls and books that features 11-year-old characters and allow kids to donate a portion of profits to charity. The company's website is also introducing two new online interactive games, Hidden Quest and Culture Crossings. Launch date: February 2008. 1/30/2008 (Price: \$99.99; Age: 6 and Up) [[Add to my Inquiry Basket](#)][?]

