

Trend Letter

A report on the forces transforming the economy, business, technology, society and the world

Diversity hits the toy store

New dolls will reflect growing multiculturalism of our society

The 2008 holiday season promises to be a bit more colorful than the last one. More toy manufacturers are diversifying their doll collections, adding more skin colors, hair textures and ethnic clothing to the mix.

“Multiculturalism is definitely something that is a growing trend both in the specialty market and in the mass market,” confirms Reyne Rice, a toy trend analyst with the Toy Industry Association. *The holiday season just passed revealed early signs of the trend:*

- FAO Schwarz adorned its famous store windows in New York and Las Vegas with Karito Kids—five dolls designed to look like 11-year-old natives of China, Kenya, New York, Italy and Mexico.