



## **BRING ON THE PINK WITH BUILD-A-BEAR'S NEW BARBIE® COLLECTION**

*New Collection Perfect for a Sun-Soaked Summer*

ST. LOUIS, MO (July 7, 2023) – Build-A-Bear Workshop (NYSE: BBW) is thrilled to announce the highly anticipated launch of its NEW Barbie™ collection, available in Build-A-Bear Workshops and online at [buildabear.com](https://buildabear.com) starting today. This exciting collection is set to ignite creativity, inspiration, and endless possibilities for Barbie fans, promising a summer filled with fun and adventure.

Barbie, the iconic brand owned by Mattel, a leading global toy company renowned for its extensive catalog of children's and family entertainment franchises, has joined forces with Build-A-Bear to bring this exciting collection to life. The new Barbie collection is available now, offering endless opportunities for Barbie enthusiasts to embark on unforgettable adventures.

One of the highlights of this collection is the [Barbie™ Pink Bear](#), a plush Barbie teddy bear that will leave fans and collectors of all ages tickled pink. With its vibrant hot pink fur and officially licensed paw pads, [Barbie™ Pink Bear](#) captures the essence of the world's most famous doll. Guests will have a blast personalizing their new furry friend with a wide selection of outfits and accessories.

For furry friends looking to make a stylish splash, [the Barbie™ Swimsuit Collection](#) offers the perfect choice. With a black and white striped swimsuit for bears and even bear-sized swim trunks, fashion-forward friends can lounge poolside in ultimate style.

The collection also includes the [Barbie™ T-Shirt and Skirt Set](#), featuring a retro tee and a pink and white checkered skirt—an ideal classic summer style for any beloved plush companion. And for an evening look that dazzles, guests can choose the [Barbie™ Sequin Dress](#), a stunning hot pink sequined dress complete with a silver belt.

For more information about the new Barbie collection or to purchase these fabulous items, visit [buildabear.com](https://buildabear.com).

### **About Build-A-Bear®**

Build-A-Bear is a multi-generational global brand focused on its mission to "add a little more heart to life" appealing to a wide array of consumer groups who enjoy the personal expression in making their own "furry friends" to celebrate and commemorate life moments. Nearly 500 interactive brick-and-mortar experience locations operated through a variety of formats provide guests of all ages a hands-on entertaining experience, which often fosters a lasting and emotional brand connection. The company also offers engaging e-commerce/digital purchasing experiences on [buildabear.com](https://buildabear.com) including its age-gated, adult-focused "[Bear Cave](#)". In addition, extending its brand power beyond retail, Build-A-Bear Entertainment, a subsidiary of Build-A-Bear Workshop, Inc., is dedicated to creating engaging content for kids and adults that fulfills the company's mission, while the company also offers products at wholesale and in non-plush consumer categories via licensing agreements with leading manufacturers.

### **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 and digital experiences, 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](http://mattel.com).

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