

Arklu Launches New British Fashion Doll “Lottie”™

Submitted by: Arklu Ltd.

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Innovative British Toy Company Arklu launches new fashion doll in a David V Goliath battle against the might of Barbie, Monster High and Bratz

London Toy Company Arklu (<http://www.arklu.com>) is launching an exciting new fashion doll, Lottie (<http://www.lottie.com>)™, pitting British design and commonsense values in a market dominated by US brands Barbie, Monster High and Bratz.

Arklu’s bestselling Royal Wedding Dolls garnered global press coverage and sales, specifically in the USA. The company has spent the past year on research and development to create a refreshingly different and innovative fashion doll. Their designs previewed at the London Toy Fair to overwhelmingly positive retailer feedback and the company are now bringing their new creation to market in time for Christmas 2012. Taking their learnings from this, Arklu has applied their quintessentially British approach in to a new doll brand.

Designed for girls aged 3 - 8, Lottie™ has been developed with scientific expertise from leading British academics, alongside consumer research, to address parental concerns about other fashion dolls including negative body image, an increased perception of premature sexualisation as well as a desire for a return to good old-fashioned creative and imaginative play.

Unlike other fashion dolls, there is no pushing the envelope with adult agendas such as scanty clothes, high heels, jewellery, tattoos or makeup; these are girl dolls intended for girls. Most of all, Lottie (<http://www.lottie.com>) is super cute and rather lovely.

Lottie’s body is ‘childlike’ – as you might expect as she is aged nine; her dimensions (with the exception of her head) are based upon those devised by leading British academics, Professor David McCarthy (Professor of Nutrition and Health at the Institute for Health Research & Policy, London Metropolitan University) and Dr Margaret Ashwell OBE (formerly Science Director of the British Nutrition Foundation).

Her distinctive height of 7” (18cm) sets her apart from other fashion dolls; she’s super cute and easy to pack and carry around.

Lottie™ is designed for maximum creative play value. She has high-quality, strokable hair that doesn’t tangle easily and her premium quality clothes and accessories are detailed and lifelike, with lots of tactile elements. Super cute, fun details such as detachable velcro patches on the clothing make for added appeal and “swapability”. Accessory packs include a picnic set, dressable Biscuit the Beagle dog as well as detachable velcro pony race winner rosettes. A background story is included on each doll box to encourage imaginative roleplay.

Lottie™ has a quintessentially British feel to her, with an emphasis on seasonality, quirky attention to detail as well as ‘Back to Basics’ play values. Lottie™ is about celebrating childhood in all its many facets; imagination, creativity and pretty clothes, as well as being bold, brave and active in

the Great Outdoors. She is flexible, poseable and can stand on her own two feet...a life-skill that is important for girls both big and small. The brand's (and Lottie's) approach to life is summed up in the tagline: "Be bold, be brave, be you".

The bright and colourful packaging has been specifically designed with an eye to lessening use of excessive plastic blister packaging. Each doll box is themed and designed with a cute handle to encourage reuse and doll portability.

The complete range of Lottie™ dolls and accessories are available now at leading retailers and specialty stores, and online at www.lottie.com and Amazon. Like Lottie Dolls on Facebook (<http://www.facebook.com/lottiedolls>) <http://www.facebook.com/lottiedolls> and on Twitter (https://twitter.com/Lottie_dolls) @Lottie_dolls
Dolls retail at GBP16.99 (USD19.99 in USA); accessory packs at GBP7.99 (USD12.99 in USA).

DOLLS

Pony Flag Race (GBP16.99 / USD19.99)

Lottie loves to be out in the countryside riding her pony, Black Beauty. Lottie enjoys taking part in gymkhana competitions and games on horseback. It's fun to take part and try your best. The Pony Flag Race is Lottie's favourite; she loves the challenge of trying to pick up, carry and put down a flag while riding Black Beauty. Who will win the race?

Spring Celebration Ballet (GBP16.99 / USD19.99)

Lottie loves to dance and is really excited to be performing in the Spring Celebration Ballet at Lottieville Theatre. Lottie works hard to prepare and practices for hours on end to perfect her dance steps, including pirouettes and arabesques. Will the performance be a success? Will Lottie remember all her dance steps?

English Country Garden (GBP16.99 / USD19.99)

Spring has sprung and Lottieville is full of bright, colourful flowers, the smell of freshly cut grass, the distant hum of bees buzzing and the gentle flutter of butterflies across the meadows. Lottie loves to be outside and to enjoy a picnic in the garden, especially with her favourite strawberry fairy cakes.

Lottieville Festival (GBP16.99 / USD19.99)

Summer has arrived at last! The sun is shining and the sky is blue as Lottieville prepares for its annual Festival. Lottie is excited and is looking forward to live music, face painting, storytelling, and arts and crafts. Will the good weather continue or will the celebrations be spoiled by rain?

Autumn Leaves (GBP16.99 / USD19.99)

Lottie loves Autumn and especially the changing colours of the leaves on the trees. Wrapped up warm in her coat, hat, scarf and boots, Lottie explores Lottieville Forest with her dog, Biscuit the Beagle, kicking her way through all the crisp, colourful leaves. Getting muddy, kicking leaves and building dens is just so much fun!

Snow Queen (GBP16.99 / USD19.99)

Lottie is thrilled to receive a party invitation to the Lottieville Masked Ball. Inspired by one of her favourite stories, Lottie decides to dress as a Snow Queen. Wearing a silver, sparkly mask and a magnificent ice blue and frosty white gown studded with silver snowflakes – will any of her friends recognise her?

ACCESSORY PACKS

Pony Flag Race Accessory Pack (GBP7.99 / USD12.99)

Fleece jumper, riding hat cover, trophy and 3 velcro rosettes.

Biscuit the Beagle Accessory Pack (GBP7.99 / USD12.99)

Biscuit the Beagle dog figure, dog coat, leash, dog bed, bone and drinking bowl.

English Country Garden Accessory Pack (GBP7.99 / USD12.99)

Picnic rug, picnic basket, 2 cups, 2 plates, 2 strawberry fairy cakes.

NOTES TO EDITORS

About Arklu

Arklu (<http://www.arklu.com>) is a toy development company based in London, UK. Creators of the best selling Royal Wedding Dolls.

For more information please visit: www.lottie.com (<http://www.lottie.com>)

For information, hi res photos, interviews and sample requests, please contact Arklu press@arklu.com
tel 020 7376 4484 (+44 207 376 4484)

ACADEMIC INPUT

Dr Margaret Ashwell OBE

Dr Margaret Ashwell (www.ashwell.uk.com) has viewed the relationship between food and health from all sides. She has been a Senior Research Scientist with the Medical Research Council, Principal of the Good Housekeeping Institute, and Science Director of the British Nutrition Foundation. She served on the UK Government's Food Advisory Committee for 9 years and was appointed to be an Officer of the British Empire (OBE) for this role.

Margaret has run her own Company, Ashwell Associates since 1995. She acted as Research Co-ordinator for the Food Standards Agency's Research Programme on Nutrient Status and Function from 1994 to 2007. She has undertaken several reviews of FSA funded programmes and has acted as a scientific facilitator and rapporteur on many occasions. She designed the Ashwell® Shape Chart to focus attention on the health aspects of obesity based on body shape and not weight.

Professor David McCarthy

David McCarthy is Professor of Nutrition and Health at London Metropolitan University. He heads the nutrition research division where he focuses mainly upon the causation, assessment and management of

childhood obesity with a particular interest in abdominal fatness. He uses and develops state of the art body composition assessment methodologies. He has produced clinical charts to assess total body fatness, abdominal fatness and muscularity in UK children.

EXPERT FEEDBACK AND COMMENTS

It's great to see a doll for this age range who is appropriate in terms of body shape and clothing, and who looks active and fun!

Nicky Hutchinson and Chris Calland

Education and body image consultants <http://www.notjustbehaviour.co.uk>

Authors of "Body Image in the Primary School"

I applaud the celebration of 'childhood' and the associated activity and creativity which 'Lottie' dolls provide; so often this stage is seen as an uninteresting and there is too much pressure to hurry into glamour and sexualisation. It is time we valued girls and their true interests again and 'Lottie' dolls and their accessories allow an attractive focus for this satisfying type of play.

Dr Brenda Todd

Senior Lecturer - Developmental Psychology

City University London

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