

Lottie Dolls Sell Out in Australia

Submitted by: Arklu Ltd.

Tuesday, 4 December 2012

British Fashion doll "Lottie" has sparked something of a stampede in Australia with a waitlist of over 600 parents demanding their own Lottie in time for Christmas. A surge of positive press coverage over the last few days has led to overwhelming, unprecedented demand at Women's Forum Australia, who are retailing Lottie.

Launched in August, Lottie (<http://www.lottie.com>)™ is a new, innovative fashion doll for girls aged 3-9. Since its debut, Lottie™ has won 9 awards in both the USA and UK.

The key point of difference from other fashion dolls is that Lottie's body is 'childlike'. Her dimensions (with the exception of her head) are based upon those devised by leading British scientific academics to reflect the average proportions on a nine year old girl. 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.

Lottie™ loves using her imagination and going on adventures, she's not perfect and she makes mistakes but she learns from them. Lottie is flexible, poseable; indeed she can stand on her own two feet a life skill that is important for girls both big and small. Lottie's motto is Be Bold Be Brave Be You. Most of all, Lottie™ is super cute and rather lovely.

Kristan Dooley, Managing Director of Women's Forum Australia (http://www.womensforumaustralia.com/significant-issues/lottie_dolls), an established independent women's think tank that undertakes research, education and public policy development about social, economic, health and cultural issues affecting women was interviewed by ABC News 24 Television (<http://www.abc.net.au/news/2012-12-04/body-image-arriving-as-fundamental-issue/4406512>) earlier today and said:

"Once the news about Lottie hit the media over the weekend we've just been inundated. There's obviously a strong demand in the market for this. We've had over 4,000 unique visits to our website in the last three days alone."

Sara Wright, co-founder of Australian parenting website www.babiesandtoddlers.com.au (http://www.babiesandtoddlers.com.au/?multi_city=0) said:

"I cannot believe how many visitors we are getting and how many emails I have received asking where else people can buy a Lottie Doll for Xmas. Please email us when you get any more info about Australia distribution as we have a lot of people asking to be kept in touch."

Arklu, a startup company, whose co-founders are Lucie Follett and Ian Harkin, developed Lottie over the course of 18 months of research with kids, parents, retailers, industry experts and academics. Numerous points were noted and incorporated into the doll's development, but the three points that were the most striking were girls were missing on their childhood, girls developing a negative perception of body image and girls being prematurely sexualised. These key issues were addressed whilst at the same time providing a fun, engaging and refreshing alternative doll. The current first range of dolls will be expanded upon early in 2013 with the launch of additional outfit accessory sets that increase the 'doll

dressability' fun, as well as expanding on the active, outdoors feel to Lottie. The Year 2 range of dolls, due for launch in early 2013, will also include some more adventurous doll themes.

The complete range of Lottie™ dolls and accessories are available online for UK and Europe delivery at www.lottie.com and www.amazon.co.uk

(<http://www.amazon.co.uk/gp/browse.html/?ie=UTF8&camp=1634&creative=6738&linkCode=ur2&marketplaceID=A1F83G8C>

as well as Smyths Toys. Lottie dolls are available for US delivery at www.amazon.com

(<http://www.amazon.com/gp/aag/main?ie=UTF8&asin=&isAmazonFulfilled=&isCBA=&marketplaceID=ATVPDKIKX0DER&sell>

Dolls retail at GBP16.99 (USD19.99 in USA); accessory packs at GBP7.99 (USD9.99 in USA).

NOTES TO EDITORS

ABOUT ARKLU

Arklu is a young and innovative award-winning British toy company based in London, with the dynamic team of Lucie Follett and Ian Harkin at the helm.

For more information please visit: www.lottie.com

For information, hi res photos, interviews and sample requests, please contact Arklu press@arklu.com

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US AND UK AWARDS – 9 TO DATE

Creative Play Award (UK)

PAL Awards - 2 Lottie dolls (USA)

National Parenting Center's Seal of Approval (USA)

Tillywig Best Creative Fun Award (USA)

Oppenheim Toy Portfolio 2012 – Platinum Best Toy Award - 3 Lottie Dolls (USA)

ToyTalk Awards 2012 – Highly Commended (UK)

Rainbow Awards for Toy Excellence 2012 – Highly Commended (UK)

Creative Child Magazine Awards - 2012 Preferred Choice Award & Seal of Excellence Award (USA)

Independent Toy Awards 2012 – Silver Medal (UK)

UK EXPERT FEEDBACK AND COMMENT ON LOTTIE

I welcome this venture which will enable parents to provide their kids with dolls created with positive body image in mind, and the message that it's not all about looks.

Jo Swinson MP

Campaign for Body Confidence

(<http://www.homeoffice.gov.uk/equalities/equality-government/body-confidence/>)

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

Authors of Body Image in the Primary School

(<http://www.amazon.co.uk/Image-Primary-School-David-Fulton/dp/0415561914>)

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

US QUOTES: WE HAVE BEEN GIVEN PERMISSION TO USE THE FOLLOWING

Dolls may act as a thermostat for the sexualization of young girls in U.S. society. On the heels of 20th century criticism of the anatomically questionable Barbie doll came the 21st century Bratz doll—an adolescent-figured doll modelling sexy clothing and make-up on huge eyes and plump lips.

Sexy Dolls, Sexy Grade-Schoolers? Media & Maternal Influences on Young Girls' Self-Sexualization
Sex Roles Journal (July 2012)

Christine Starr and Gail Ferguson Ph. D.

I love this healthy, fun, doll option that fits so nicely with child developmental interests and needs.

Dr Jennifer Shewmaker

Assistant Professor of psychology at Abilene Christian University and a leading voice against premature sexualisation

Operation Transformation (<http://jennifersheemaker.com/operation-transformation/>)

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