

Barbie



Barbie is everything!

To live in Barbie Land is to be a perfect being in a perfect place. Unless you have a full-on existential crisis. Or you're a Ken.

Experience it in store!

Drive Barbie and Ken's cars in Forza Horizon 5

Take a photo and share in our giant Barbie toy pack



Only in
Cinemas
July 20



Microsoft

Barbie
The Movie

FESTIVAL
PLAYLIST

HORIZON
ADVENTURE

She's Having
the BEST Day EVER!