

Little Doll Studio

Summer of Barbie

Press Kit



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Little Doll Studio Offers Doll Hair Cutting in Support of *Barbie The Movie*

ROCKVILLE CENTRE, NY, June 19, 2023-In support of this summer's most highly-anticipated, *Barbie The Movie*, Little Doll Studio, a new, interactive party and play space, dedicated to empowering kids through developmental doll play and crafts, is celebrating big with a series of summer events starting June 19 - September 10, 2023. Summer Open Play sessions will be 2 hrs and include a new doll-inspired craft each week, as well as special Friday Parents Night Out that includes open play, pizza and bingo. Highlights include the opportunity for guests to cut a doll's hair in a "Hair & Makeup" session as well as "Make Your Own Doll Movie" using green screen technology. Guests can register at www.littledollstudio.com.

Special Event Highlights

- **Doll Hair & Makeup** - Guests indulge in the time-honored tradition of cutting a doll's hair. We supply the dolls and the scissors and leave the hair artistry to our guests. Chop, Chop, Chop! (Available June 19-25, July 24-30, Aug 23-Sept 3)
- **Make Your Own Doll Movie** - Using green screen technology, guests will make and get a copy of their very own doll movie. Lights, Camera, Action! (Available July 17-23, Aug 14-20)
- **Candy Kabobs** - Using trademark blues and pinks, guests will create their own sweet-treat, candy kabobs, a delight for all senses. Yum! (Available June 26-July 2, Aug 7-13, Sept 4-10)
- **Custom Sunglasses** - The first Barbie doll wore cat-eye sunglasses in 1959. Her accessories have continued to evolve with the latest fashion trends. Guests will personalize pink sunglasses just in time for *Barbie The Movie* release on July 21! (Available July 3-9 Aug 21-Aug 27)
- **Cookie Decorating** - Using classic colors, guests will decorate three delicious cookies using bright sprinkles, edible glitter paint, and stencils. (Available July 10-16, July 31-Aug 6)
- **Parents Night Out w/Bingo** - Parents can enjoy 2hrs out on Friday nights while they drop-off their kids who will enjoy open play, bingo (with prizes) & pizza.

"Dolls are one of the oldest and most beloved toys in history. The social and emotional benefits of creative, unstructured doll play is integral for child development in an on-demand, digital age. We are so excited to provide a play space where kids can create their own play scenarios and dream fearlessly. We are thrilled that Barbie The Movie will remind viewers of their own childhood memories and the power of pretend play in a fun and thoughtful way." - Frances Cuomo Perpero, Little Doll Studio.

Little Doll Studio, founded in 2022, offers parties, workshops, and open play in an interactive studio located at 137 North Park Avenue, Rockville Centre, NY. Little Doll Studio's mission is to inspire children to dream big through thoughtful crafts and interactive doll play. The studio includes over 30+ unique doll play sets including familiar and aspirational scenes such as a library, doctor's office, fashion design studio, space lab, coffee shop, school, and beach, as well as over 75 dolls for girls and boys that supports and encourages diversity and inclusion. The studio is a labor of love inspired by the founder's own memories of dreaming fearlessly through doll play.

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8 Ways to Extend the Barbie the Movie Experience this Summer

ROCKVILLE CENTRE, NY, June 19, 2023- [Little Doll Studio](#), a new, interactive party and play space, dedicated to empowering kids through developmental doll play and crafts, suggests some fun ideas to extend the highly-anticipated “Summer of Barbie” movie-going experience.

8. BECOME AN ICON - Become an instant icon with the [Barbie Selfie Generator](#) where you can become the Barbie of your dreams with this fun, user-friendly AI filter, which went viral immediately after its release.

7. READ THE BOOK - Now in paperback, [Dressing Barbie: A Celebration of the Clothes that Made America’s Favorite Doll and the Incredible Women Behind Them](#), by Carol Spencer, the celebrated Barbie fashion designer, shares the stories and images of the classic designs & groundbreaking designers.

6. LEARN THE HISTORY - Watch [The Toys That Made Us - Barbie \(Season 1, Episode 2\)](#), now streaming on Netflix, and learn how one of the bestselling and most influential toys in history came to be.

5. DRESS THE PART - The Barbiecore fashion trend started over a year ago and is still going strong. Pink is fabulous and everywhere...runways, boutiques, IG, as well as new Barbie licensed lines from [Forever 21](#), [Gap](#), and [Target](#).

4. CUT BARBIE’S HAIR - [Little Doll Studio](#) in Rockville Centre is offering Hair & Makeup Workshops where guests can participate in the time-honored tradition of cutting Barbie’s hair. They supply the dolls and the supplies. Guests bring their hair artistry skills. Chop! Chop! Chop!

3. WATCH EVERY BARBIE MOVIE EVERY MADE - It’s easy to have a Barbie Movie Marathon with YouTube. You’ll find full versions of all your favorite Barbie movies at [Mattel’s Barbie Channel](#) or [Barbie Official](#). We all have a favorite!

2. DINE IN MALIBU - Or head to 19 Fulton Street, NYC to experience [Barbie Malibu Cafe New York](#) that offers gorgeous decor with tons of fun and memorable photo ops for all ages, delicious food, and an exciting and lively crowd.

1. SEE THE MOVIE AGAIN - Greta Gerwig’s *The Barbie Movie* is expected to be fun and fabulous with thoughtful details and hidden meanings. See it a second time and soak in the California dreamin with breathtaking visuals and a mega [star-studded soundtrack](#) featuring Lizzo, Dua Lipa, Nicki Minaj and Ice Spice, Charlie XCX, and The Kid LAROI.

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[Photos for Download](#)

"Summer of Barbie" Events



Hair & Makeup

Guests indulge in the time-honored tradition of cutting a doll's hair. We supply the dolls and the scissors and leave the hair artistry to our guests. Chop, Chop, Chop!

June 19-25, July 24-30, Aug 28-Sept 3

9:30-11:30 am, 1:00-3:00 pm, 3:30-5:30 pm

\$35 per child; \$30 sibling



Candy Kabobs

Using Barbie trademark blues and pinks, guests will create their own sweet-treat, candy kabobs, a delight for all senses. Yum!

June 26-July 2, Aug 7-13, Sept 4-10

9:30-11:30 am, 1:00-3:00 pm, 3:30-5:30 pm

\$35 per child; \$30 sibling



Custom Sunglasses

The first Barbie wore cat-eye sunglasses in 1959. Her accessories have continued to evolve with the latest fashion trends. Guests will personalize pink sunglasses just in time for the *Barbie Movie* release on July 21!

July 3-9 Aug 21-Aug 27

9:30-11:30 am, 1:00-3:00 pm, 3:30-5:30 pm

\$35 per child; \$30 sibling



Make A Barbie Movie

Using green screen technology, guests will make and get a copy of their very own doll movie. Lights, Camera, Action!

July 17-23, Aug 14-20

9:30-11:30 am, 1:00-3:00 pm, 3:30-5:30 pm

\$35 per child; \$30 sibling



Cookie Decorating

Using classic Barbie colors, guests will decorate three delicious cookies using bright sprinkles, edible glitter paint, and stencils.

July 10-16, July 31-Aug 6

9:30-11:30 am, 1:00-3:00 pm, 3:30-5:30 pm

\$35 per child; \$30 sibling

Ongoing Activities



Parents Night Out w/Bingo

Parents can enjoy 2hrs out on Friday nights while they drop-off their kids who will enjoy open play, bingo (with prizes) & pizza.

Friday Nights 6-8pm

June 23 - Sept 8

\$40 per child; \$35 per sibling



Fashion Plates

Guests are welcome to experiment with fashion design with our Fashion Plates kits which are always available for play.

ALL SUMMER - included with Open Play



Doll Play Room

Guests enjoy imaginative play in our doll play room which includes 30+ unique play sets designed to encourage creativity and pretend play.

ALL SUMMER - included with Open Play



Dress Up Station

Guests enjoy pretend play as they select fashion-forward ensembles and take photos in our Barbie box.

ALL SUMMER - included with Open Play



Doll Runway

Guests can dress our dolls and then walk them down our doll runway for a fun and colorful fashion show.

ALL SUMMER - included with Open Play

About



Little Doll Studio, founded in 2022, by Frances Cuomo Perpero, is a new, interactive, learning lab, offering parties, workshops, and open play at 137 North Park Avenue, Rockville Centre, NY. The studio inspires children to dream big through developmental doll play and thoughtful crafts.

Our mission is to create meaningful and memorable experiences that:

- Inspire children to let their imaginations run wild through doll play.
- Strengthen children's self-esteem through thoughtful activities.
- Encourage children to dream fearlessly through prompts.
- Support and encourage diversity and inclusion.
- Spark joy, wonder, and great, big smiles.

The studio is a labor of love inspired by our childhood memories of dreaming big through doll play.



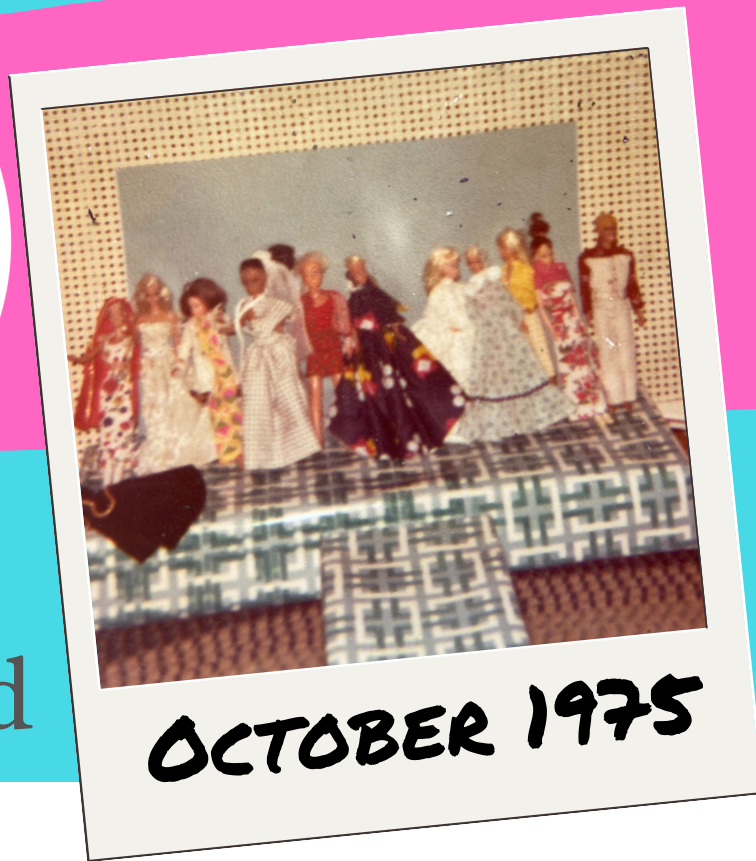
Frances Cuomo Perpero

Frances Cuomo Perpero, founder and owner of Little Doll Studio, LLC, is a mother of two. With over 25 years of corporate and non-profit marketing experience, she has leaped into entrepreneurship, with a personal mission to build confidence and empower children through imaginative doll play. Fueled by wonderful memories of playing with dolls as a child, as well as playing dolls with her daughter, she strongly believes that the social and emotional benefits of creative, unstructured doll play is integral for child development in an on-demand, digital age. With great support from family and friends, she is living her dream and loving every minute of it.





Our Background



In the 1970s, my sister and I spent hours of imaginative play with our Barbie dolls, Malibu and PJ. We played, we laughed, we created elaborate story lines and we dreamed. Dreamed big.

For my fifth birthday (1975), my parents threw me a Barbie doll runway party. All the guests brought their dolls in their favorite dresses. With the glow of a flashlight beaming down upon us, we proudly marched our dolls down the runway made of cardboard and contact paper, completely giddy. It was the most magical and memorable party I had ever experienced.

When my daughter turned five, (2013) we continued the tradition. She too loved playing with dolls. And today, we celebrate hundreds of girls' birthdays just the same at Little Doll Studio. Guests decorate a doll dress, walk the doll runway, and engage in open play in 30+ play sets. It's a labor of love for us based on our precious childhood memories of doll play.

Frances Cuomo Perpero
xoxo



Doll Play Benefits



- **Empathy:** Allows children to develop empathy and to think about other people and how they might interact with each other.
- **Social Skills:** Helps them rehearse some of the social skills they need later in life including sharing, cooperation, helping others, and problem solving by assuming roles and shared interactions.
- **Fine Motor Skills:** Enhances fine motor skills through doll dressing and manipulating play sets.
- **Language Development:** Supports language development and encourages conversation.
- **Emotional Intelligence:** Helps work through emotions through dramatic play.
- **Bonding:** Brings parents and children together through discussion and reflection.
- **Universal:** Can be played alone, alongside, or together with others.
- **Worldview:** Helps children learn the different roles people play and how they see themselves in the world.
- **Comfort:** Brings the large world into a manageable size that children can now and reshape and have some control over.
- **Imagination:** Encourages children to create their own little imaginary world, giving them a vehicle to be anything, acting out different adventures.
- **Role-Playing:** Gives children opportunities to try out different roles in a safe environment.
- **New:** Requires little encouragement for play; open-ended scenarios to be played with again and again in different ways.



Film at Our Location

We welcome you to use our location for any upcoming stories involving dolls, doll play, or Barbie the Movie. Our colorful studio is filled with dolls, doll play sets, and tons of parents and kids who love dolls.

- 30+ Unique Doll Play Sets
- 75+ Diverse Dolls
- Doll Runway



- Dress Up Station
- Barbie Box for Photos
- Kids, Kids, Kids!

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Michelle Latouche

1 review

★★★★★ 5 months ago

I promise you, your child will never want to leave the Little Doll Studio!!!! From the moment you walk in, the owner Fran treats you and your children like family! This is the best play studio ive come across and also a great place for a birthday party!!! We visit almost once a week! 100 Stars for the Little Doll Studio!



Jane Maiorano

1 review

★★★★★ 7 months ago

I literally never write reviews but this place was too special not to share! The little doll studio is a true treasure!! We had my daughters 6th birthday there and it was perfection. We had 13 1st grade girls there who had the best time, it was super relaxing and everyone was engaged, busy and happy the entire time. Fran (owner) was beyond kind and accommodating – if your child loves Barbie you have to visit, it is the most fun and special place that had me super nostalgic!



Nia Mack Rodney

7 reviews · 5 photos

★★★★★ 5 months ago

This review is long overdue. Hosted my daughter's 6th birthday in October 2022. Fran and her family are an absolute delight. From ordering food for guests to the overall party elements, this studio exceeded our expectations. It was the perfect intimate setting for our family and daughter's closest friends to celebrate!



Cristina Skidmore

2 reviews

★★★★★ 3 months ago

What a special day! Little Doll Studio was the perfect place for my daughter's 7th birthday! Her and her friends had the best time designing dresses, dancing and playing with all the doll sets. Fran is an absolute pleasure to work with and made us all feel at home from the moment we arrived! I wish this kind of place was around when I was a kid! My daughter is already asking when we could go back to play.



Alexandra Lackner

4 reviews

★★★★★ 4 months ago

Update: Just celebrated my daughter's 6th bday there and if I could give more than 5 stars I would. Fran's attention to detail was amazing..nothing was missed..down to a happy birthday sign in the bathroom! The girls had such a great time and apparently have already asked their parents to come back and play there (I was flooded with texts last night about it). It really is such a special and unique place. My daughters favorite part, aside from playing with every Barbie doll and accessory imaginable...and having her own music playlist, and #6 marquee decor (im telling you...the details blew my mind) was the fashion show. The girls had such a blast making their own doll dress and learning about what a fashion designer does. I HIGHLY recommend Little Doll Studio to anyone who wants a unique and fun party for their kid. Can't wait to come join an open play!