Barbie is a doll that has been around with and played with by female children for decades. Jean Portocarrero discussed the progression of Barbie as related to diversity throughout the decades. In 1959 Mattel released the first Barbie doll that represented the western ideal of a woman in the 1950s. The only differentiation that was offered in Barbies was blonde or brunette hair. Barbie was marketed as a “teenage fashion model” which shows how society was molded in this time period. In 1961 gender roles were introduced with Ken. Ken represented the ideal man and was introduced only to fulfill the need of being Barbie’s boyfriend. In the 1960s Barbie also showed careers with the first female astronaut represented in Barbie and also diversity when in 1967 the first “colored” Barbie doll was released. In 1981 diversity further increased with the “dolls of the world collection” which represented the dress and features of many ethnicities around the world. The controversy with these dolls as well as the Hispanic doll released in 1988 was that the same mold as the Caucasian Barbie doll was used; only the skin color changed, therefore not accurately representing other ethnicities. Barbie endured competition starting in 2000 when Bratz, dolls, designed to be more representative of teenage girls, were released. In 2003 Barbies were banned in Saudi Arabia. By 2012 Barbies began to decline in sales and 57 years after Barbie was released they were under scrutiny for the development of poor body images in girls. Finally, in 2016 the company added more realistic body shapes to the Barbie collection and is implementing more diversity than ever seen before showing how far the iconic doll has come.