A Whole New Look for Tulabelle

by Pam North

Heads up - there's a new Tulabelle in town. Already a hit in her original version, she has been reinvented and revolutionized by Integrity Toys, and she is creating an exciting contemporary fashion stir. Tulabelle is a 16”, fully articulated vinyl fashion doll for adult collectors (ages 15 and up). Joints at her neck, lower bust, shoulders, elbows, hips, knees, and ankles all give her excellent articulation for realistic posing, allowing her to carry off her new look with vervy flair. She even has bendable toes, enabling her to transition from heels to flats, and detachable hands for ease in changing her costumes. Her rooted saran hair comes in different shades and lengths, depending on each style of doll, and she has hand-applied eyelashes. She boasts a new poise and maturity, and a bold, brand-new fashion statement. Tulabelle is the granddaughter of Poppy Parke, Integrity Toys' teenage model of the 1960s. Tulabelle's original concept made its debut in the summer of 2013, and soon achieved great popularity with collectors seeking high-quality and innovative fashion dolls. The new Tulabelle is a more lifelike, twenty-something, trendy woman, and is touted by the company as “a lady who knows what she wants, with a fashion sense as fierce as it ever was, but with her new maturity comes confidence and a whole new cutting edge. Starting with this totally radical collection, Tulabelle is ready to face the world like never before, with a new, more mature look.”

Integrity Toys designer associate, David Buttry, stated that Tulabelle's metamorphosis will be an exciting surprise for many, despite the fact that changes sometimes can be controversial. Her improved head sculpt will reflect more realistic proportions and facial details, so that her new savoir faire will radiate and allow her more fashion options. His feeling is that collectors now will enjoy her even more with the striking changes in her appearance. New versions will be introduced annually. Her new incarnation will borrow from her grandmother's vintage wardrobe, which has been tweaked with a new sophistication and urbanity to mesh with a new century and modern culture. All her clothing pieces are beautifully detailed with intricate seaming, and many are fully lined. All are essentially exquisite miniature designer fashions, something for which Integrity Toys has become well-known. Their many iconic doll lines, such as Poppy Parker, Fashion Teen Poppy, Fashion Royalty, Nu Face, Victoire Roux, and others, have been capturing the public imagination for many years.

Integrity Toys' primary market aim is women and men in their 30s to 50s, with an estimated 40% of their market comprised of male doll collectors who enjoy a high-fashion focus. The company was founded in 1995, specializing in 12” and 16” high-end fashion dolls typically retailing from $100 to $200 each. The dolls are known for their edgy aesthetics and detailed couture.

The Tulabelle line, is available for pre-order at any authorized Integrity Toys dealer. These retailers, located in the United States, Canada, Europe, and Asia, carry Tulabelle and many other of the company's male and female fashion dolls, and are listed on the company's website.

Contact Information:

Website: [http://www.integritytoys.com](http://www.integritytoys.com/)