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AFTER HITTING PROVERBIAL GOLD WITH ITS BEST-SELLING BRATZ BRAND, MGA ENTERTAINMENT IS ABOUT TO GO HOLLYWOOD



Sasha.

Jade.

Dolled

Up



Cloe.

WHEN Isaac Larian, the founder and CEO of VAN NUYS, CALIF.-BASED MGA ENTERTAINMENT, FIRST SAW THE PROTOTYPES FOR BRATZ DOLLS, HE KNEW HE WAS ONTO SOMETHING. BARE MIDRIFTS, BEE-STUNG LIPS, TRENDY DUDS, PLENTY OF ATTITUDE, THERE WAS NO DOUBT ABOUT IT: THESE DOLLS WERE THE ANTI-BARBIE, AND THEY WERE JUST THE SORT OF PRODUCT HE WAS LOOKING FOR.

By Denise Abbott

