



Baby Alive Reveals New Dolls & YouTube Series Launching this Summer!

July 12, 2021
Meet Lulu, launching in summer 2021 the growing world of Baby Alive comes to life like never before with our first ever 3D-animated entertainment series on YouTube. Created in partnership with iQOO, the series follows Charlie, a 7-year-old girl who loves using her imagination to care for her Baby Alive dolls. In each episode Charlie embarks on new adventures in caring for her babies... and when she gets a little messy she calls on her magical friends, the Glo Pixies, who are there to help in a pinch! Get ready to tag along for the fun in Charlie's playroom this year.

There will be a total of 20 5-minute episodes launching weekly in 2021, in 5 languages - English, Spanish, Portuguese, French & Turkish.

The new series brings the Baby Alive world to animation for the first time! Look for these dolls, inspired by new characters featured in the show on shelf this fall.

Baby Alive Lulu



Achoo, a doll that sneezes and covers her nose like a real baby! Kids can use her Doctor Station to give her a check-up or help make her feel better. Lulu has over 50 responses, including lights sounds and movements, and 8 accessories!



Pretend Feed & Glow!
Ete « baï » et illumine!
Füttere mich & ich leuchte!



Pixies, a brand-new segment that combines fantastical storytelling and nurturing play together for the first time ever in Baby Alive! Gio Pixies are interactive dolls; the more you care for them, the more they will glow! They feature 20 fun sounds and 7 accessories.

Gio Pixies





Minis glow in the dark and include a surprise friend that kids can unlock! 5 Glo Pixies and 6 Glo Pixies Minis characters will be available at select retailers this fall. (this count includes exclusives, for example it is 3 Glo Pixies and 4 Glo Pixies Minis)

