

Barbie™

FRANCK MULLER
GENEVE

OFFICIAL LAUNCH · LIMITED EDITION

AN EXTRAORDINARY LONDON UNVEILING

THURSDAY 9 JULY 2026

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PRESS KIT · FOR IMMEDIATE RELEASE

FRANCK MULLER × BARBIE™

An Officially Licensed Limited-Edition Timepiece

WORLD UNVEILING · LONDON · THURSDAY 9 JULY 2026

The announcement

This Thursday in London, WATCHESPEDIA unveils the first officially licensed **Franck Muller × Barbie™** limited-edition timepiece — a numbered collector's watch that brings together Franck Muller's Swiss watchmaking and the optimism and self-expression that have defined Barbie™ for generations. It is produced under licence from Mattel.

Conceived as a celebration of craft, colour and confidence, the piece pairs Franck Muller's signature design language with a spirit of possibility. The London unveiling is an intimate, invitation-only evening.

"Barbie has always stood for possibility, and Franck Muller for extraordinary watchmaking. Bringing them together on the wrist felt inevitable." — *Pascal Grenacher, CEO & Founder,*

WATCHESPEDIA

Key facts

What — World unveiling of the first officially licensed Franck Muller × Barbie™ limited-edition timepiece

When — Thursday 9 July 2026, evening (by invitation)

Where — London (private venue — details on request for accredited media)

Edition — Numbered limited edition

Licence — Produced under licence from Mattel

Press office

WATCHESPEDIA Press Office · contact@watchespedia.com

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Accredited media: reply for high-resolution imagery, further details and interviews.

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