

[ ]

>> Announcer: TODAY ON "THE SOCIAL" --

WE'RE DRESSING UP FOR A FABULOUSLY FUN HALLOWEEN BARBIE STYLE.

FROM SEXY TO STRANGE.

WE RECAP OUR FAVOURITE CELEBRITY COSTUMES.

AND SHOULD HALLOWEEN BE BANNED?

WHY ONE BRITISH PRESENTER

THINKS IT'S TIME TO SAY

FAREWELL TO SPOOKY SEASON.

THEN, STRIKE A POSE IN THE HOTTEST COLOUR OF THE YEAR.

HOW TO ROCK BARBIECORE AND

LOOK PRETTY IN PINK ALL

SEASON LONG.

PLUS, FROM '90s NOSTALGIA TO

GLITZ AND GLAM.

TIPS AND TRICKS TO THROW THE

ULTIMATE BARBIE PARTY.

IT ALL STARTS NOW ON "THE

SOCIAL."

Ah

Ah-ah ah-ah-ah

Ah

Ah-ah ah-ah-ah

Ah-ah ah-ah-ah

Ah-ah ah-ah-

[ ]

[ Applause and cheering ]

>> Announcer: COME ON,

BARBIE.

LET'S GO PARTY!

[ Applause and cheering ]

[ ]

>> Announcer: SHE'S GOT

GLITTER IN HER RIDING BOOTS.

IT'S EQUESTRIAN BARBIE.

[ Applause and cheering ]

[ ]

>> Announcer: SHE'S SHINING

BRIGHT IN THE SPOTLIGHT.

IT'S K-POP BARBIE.

[ Cheers and applause ]

>> Announcer: SHE'S READY

FOR A FABULOUS NIGHT OUT.

IT'S FASHIONISTA BARBIE.

[ Applause and cheering ]

[ ]

>> Announcer: AND HE'S NEVER

SEEN A MIRROR HE HASN'T  
LOVED.

IT'S KEN!

[ Applause and cheering ]

[ Cheers and applause ]

[ Rhythmic applause ]

>> Melissa: LET'S TAKE A  
SEAT.

HAVE A SEAT, EVERYBODY!

HAVE A SEAT!

HEY, Y'ALL.

HAPPY HALLOWEEN!

[ Applause and cheering ]

AFTER THE SHOW WE'LL BE  
CALLING THIS BARBIEWEEN.

IT'S OUR VERY OWN SOCIAL  
BARBIE WORLD.

CAN YOU TAKE A LOOK AT THIS  
EPIC SET FOR A SECOND?

[ Applause ]

GORGEOUS!

ALSO A VERY BIG THANK YOU --  
SORRY, JESS -- TO THE LOVELY  
KEN DOLL, WHO HELPED US WITH  
OUR ENTRANCE.

NOT ONLY HAVE ONE KEN IN THE  
HOUSE.

WE HAVE TWO BUFF DOLLS IF  
OUR PRESENCE TODAY.

>> Jessica: KICK IT UP  
OUTSIDE AFTER THE SHOW.

>> Melissa: SO LISTEN.

WELCOME TO THE SHOW.

YOU ALL LOOK AMAZING.

YOU ALL LOOK AMAZING

[ Applause and cheering ]

THIS AUDIENCE!

AUDIENCE, A ROUND OF  
APPLAUSE FOR YOU.

YOU LOOK AMAZING.

[ Cheers and applause ]

WELL, LISTEN.

TODAY WE ARE LEANING INTO --  
I CAN'T EVEN TAKE MYSELF  
SERIOUSLY RIGHT NOW.

WE ARE LEANING INTO THE  
BARBIECORE TREND THAT HAS  
SWEPT SOCIAL MEDIA AND POP  
CULTURE OVER THE LAST YEAR.

WE'RE ALL DRESSED AS OUR  
FAVOURITE VERSIONS OF THE  
DOLL.

OK.

SO WE'RE GOING TO GET INTO

OUR INSPO, WHAT WAS BEHIND  
OUR CHOICE FOR OUR SPECIFIC  
BARBIE.

SO LAINEY, WHY DON'T YOU  
KICK IT OFF?

>> Lainey: LET ME JUST FLIP  
THIS.

YOU SAID SPECIFIC VERSIONS  
OF THE DOLL AND AS FAR AS I  
KNOW, THERE IS NO K-POP  
VERSION OF BARBIE.

HOPEFULLY THERE WILL BE ONE.  
BUT, YOU KNOW, I --

[ Applause ]

I DO THINK THAT THERE ARE  
PEOPLE LIKE ME WHO HAVE A  
COMPLICATED RELATIONSHIP  
WITH BARBIE, BECAUSE WHEN  
YOU THINK ABOUT WHAT BARBIE  
LOOKS LIKE, PROBABLY ONLY  
ONE IMAGE COMES TO MIND,  
RIGHT?

>> Melissa: YEAH.

[ Laughter ]

>> Lainey: AND SO THERE HAVE  
BEEN CONVERSATIONS ABOUT  
BARBIE'S REPRESENTATION AND  
INCLUSIVENESS.

AND I THINK BACK TO MY OWN  
ASIAN HERITAGE AND WHEN  
BARBIES FIRST STARTED TO BE  
INTRODUCED TO ASIAN PEOPLE  
OR ASIAN BARBIES WERE FIRST  
INTRODUCED.

ONE OF THE FIRST VERSIONS OF  
ASIAN BARI WAS ACTUALLY NOT  
EVEN CALLED ASIAN BARBIE.  
SHE WAS CALLED ORIENTAL  
BARBIE.

>> OH.

>> Lainey: YOU KNOW I DON'T  
NEED TO GIVE EDUCATION ON  
THAT WORD.

FAST FORWARD TO TODAY.

SOME OF THE BIGGEST  
INFLUENCERS IN BEAUTY AND IN  
FASHION AND IN LIFESTYLE  
COME FROM THE EAST PART OF  
OUR WORLD, SPECIFICALLY  
KOREAN BEAUTY, KOREAN  
CULTURE, KOREAN POP ARE  
LEADING THE WAY.

SO I AM K-POP BARBIE  
INSPIRED BY BLACK PINK.

THANK YOU VERY MUCH.

[ Applause ]

>> I LIKE THAT SO MUCH.

AND YEAH.

GROWING UP, I DEFINITELY --  
THIS WAS THE KIND OF BARBIE  
THAT I FEEL LIKE WAS THE  
ONLY OPTION.

IT WAS A RITUAL FOR US.

ONCE A YEAR WE'D PICK OUT A  
BARBIE AND GO SOMEWHERE.

I FEEL GROWING UP THERE WERE  
TWO TYPES OF PEOPLE.

YOU PLAYED WITH THE BABY  
DOLL OR BARBIE DOLLS.

I WAS NEVER INTO BABY DOLLS.

I LOVED BARBIE.

EVEN WHEN HE GOT OLDER IT  
WAS MORE COMPLICATED.

IN A TIME OF MY LIFE YOU GOT  
TO PLAY ADULT.

YOU GOT TO PRETEND YOU HAD A  
HOUSE.

WE DIDN'T HAVE ANY OF THE  
FANCY ACCOUTREMENTS.

WE WOULD MAKE A BED.

>> YES!

>> OUT OF A KLEENEX BOX.

>> THERE WERE CARDS,  
EVERYTHING.

>> Cynthia: PRETEND YOU WERE  
DRIVING AROUND.

IN PARTICULAR I ALSO GOT TO  
PLAY WITH I THINK AN IDEA OF  
ADULT RELATIONSHIPS.

SO I'LL SAY THERE WAS SOME  
DRY HUMMING GOING ON.

[ Laughter ]

I KNOW I'M NOT THE ONLY ONE.

>> WE'VE ALL DONE THAT,  
SISTER BARBIE.

>> Jessica: SPEAKING OF

WHICH THERE WAS ONLY ONE KEN  
PEOPLE HAD IN THEIR  
COLLECTION.

SO, BOY, WAS HE AN ACTIVE  
FELLA!

[ Laughter ]

MY INSPO WAS ESSENTIALLY I  
WANTED TO FEEL WHAT IT WOULD  
BE LIKE TO CUT OUT CARBS FOR  
TWO WEEKS.

[ Laughter ]

I DIDN'T CUT OUT CARBS AND

WORKED OUT HARD.

I THINK IT'S WORTH IT.

I FEEL WE'LL SEE.

>> Melissa: THAT LOOKS GREAT  
ON YOU.

>> Jessica: THANK YOU SO  
MUCH.

>> Melissa: I WAS  
UNFORTUNATE OR --  
UNFORTUNATELY WE DIDN'T GET  
A LOT OF TOYS GROWING UP.  
WE GOT A LOT OF HAND ME DOWN  
TOYS.

IF I DID GET A BARBIE, SHE  
HAD BEEN AROUND THE BLOCK A  
LITTLE BIT.

[ Laughter ]

LOOK AT HER!

SHE'S AMAZING.

SHE ONLY HAS ONE LIMB BUT  
IT'S OK.

SHE'S AMAZING.

I DIDN'T GET TO CHOOSE, I  
WISH BUT I NEVER DID.

BUT THERE WAS THE ONE BARBIE  
I ALWAYS HAD COVETED BECAUSE  
AGAIN I NEVER SAW MYSELF IN  
BARBIE.

THEY DIDN'T LOOK LIKE ME.  
MY PARENTS WOULDN'T BUY THEM  
EVEN IF THEY COULD.

I LITERALLY SAW ONE  
EQUESTRIAN TROO BARBIE IN A  
MAGAZINE AND I FELT SEEN.

[ Laughter ]

FOR ONCE I SAID "I MATTER."

[ Applause ]

>> Jessica: OH, MY GOSH.

WELL, SPEAKING OF STYLE THIS  
STAR STEPPED OUT IN COSTUME  
FOR A TON OF HOLLYWOOD  
PARTIES THIS WEEKEND.

SO LET'S RECAP OUR FAVOURITE  
HALLOWEEN FASHION.

CYNTHIA, WHO NAILED THEIR  
LOOK THIS YEAR?

>> Cynthia: I COULDN'T HELP  
BUT NOTICE THAT SOMEBODY  
ELSE HAD THE SAME IDEA THAT  
WE DID, WHICH WAS REBEL  
WILSON.

>> OH!

>> Cynthia: AND BARBIE.

[ Audience reaction ]

SHE DIDN'T JUST DO IT  
HERSELF.  
SHE DID IT WITH A WHOLE  
GROUP OF HER FRIENDS  
INCLUDING HER GIRLFRIENDS.  
THEY WORE THESE BOXES.  
GOD KNOWS HOW THEY SAT DOWN,  
I DON'T KNOW.  
I LOVE THE FACT THEY SAID  
LIMITED EDITION ABOVE THAT.

>> YES.

>> SO GOOD.

>> Jessica: I WENT WITH  
WIZO.

[ Applause ]

I JUST THOUGHT IT WAS  
FANTASTIC.

MADE ME LAUGH.

WHAT ABOUT YOU?

>> Melissa: IS IT ME NOW?

OK.

FOR ME, AS SOON AS I --  
LISTEN.

YOU GUYS KNOW I LOVE  
HALLOWEEN.

I GO IN HARD WITH MY  
FRIENDS.

WE LOVE IT SO I WANT EXTRA.

I WANT SOMEONE TO GO THAT  
EXTRA MILE.

PULL OFF THE THING PUT IT ON  
SO I KNOW IT'S GOING TO BE A  
CONTROVERSIAL CHOICE BUT KIM  
KARDASHIAN AS MYSTIQUE  
FROM --

OH!

[ All exclaiming ]

>> [ Squeals ]

[ Laughter ]

>> Melissa: IT'S NOT FOR ALL  
OF US.

SHE HAS THE TEAM.

SHE CAN AFFORD TO GO ALL  
OUT.

IF I HAD THE MONEY I WOULD  
DO THE EXACT SAME THING!

>> WHAT DID YOU GO WITH,  
LAINY?

>> Lainey: SOME PEOPLE DO  
SEXY HALLOWEEN.

SOME PEOPLE DO SCARY  
HALLOWEEN.

I LOVE FUN HALLOWEEN FOR ME  
IT WAS KERRY WASHINGTON.

[ Applause and cheering ]  
KERRY WASHINGTON.  
HILARIOUS.  
VIDEO WHERE SHE, LIKE,