

CASE: BARBIE DREAMHOUSE THE EXPERIENCE

UNPRECEDENTED AND EXCLUSIVE PROJECT IN BRAZIL WAS A SUCCESS AT JK IGUATEMI AND MOVES ON TO IGUATEMI CAMPINAS

In partnership with Mattel and sponsored by Fuji Filmes, JK Iguatemi mall brought exclusively to Brazil the international project "Barbie Dreamhouse The Experience." From July 13 to September 10, 2023, customers were able to experience the *Barbiecore* trend, in a fully interactive, immersive and Instagrammable experience.

In a 650-sqm area, fans had the opportunity to explore Barbie's iconic pink mansion, with incredible rooms and elegant decor. Every corner of the Dreamhouse showed the essence of the world-renowned doll.

The project, which first arrived in Latin America in São Paulo, at JK Iguatemi, now moves on to Iguatemi Campinas and then to Shopping Praia de Belas. **The first edition was a success, and some of the highlights are:**

Highlights:

+R\$3.0 million

At the box office

+ 71,000

Tickets sold

+35.0% increase in sales

At food court operations year on year

+ 25,000

Products sold at the Barbie Store

+ R\$2.0 million

In revenue at the Barbie Store

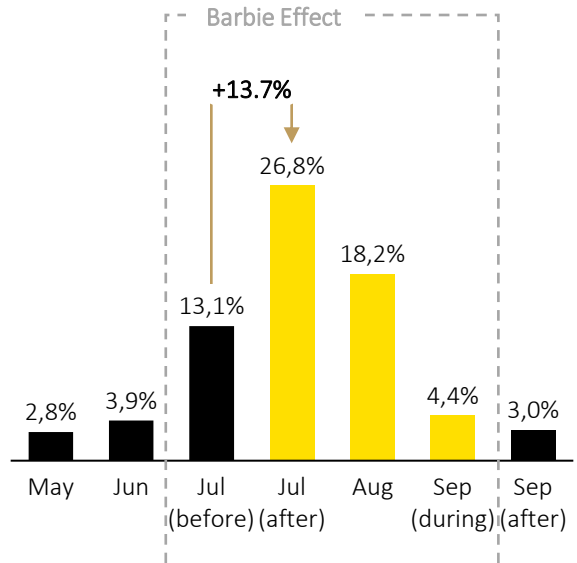
+ 19.4% increase in vehicle flow at the parking lot

During the period of the event year on year

+ 370,000

Total parking revenue during the event

Increase in vehicle flow at JK Iguatemi during the event (YoY %)



The "Barbie Dreamhouse The Experience" project arrived at Iguatemi Campinas on **September 30** and will run until November 29. To buy tickets, [click here](#).

