

## Finding Aid to the Stefanie Eskander Papers, 1986-2018

### Summary Information

**Title:** Stefanie Eskander papers

**Creator:** Stefanie Eskander (primary)

**ID:** 118.8603

**Date:** 1986-2018 (inclusive); 1990s (bulk)

**Extent:** 7.5 linear feet (physical); 130 MB (digital)

**Language:** This collection is in English.

**Abstract:** The Stefanie Eskander papers are a compilation of concept sketches, presentation drawings, and other artwork for dolls, toys, and games created by Eskander for various toy companies. The bulk of the materials are from the 1990s.

**Repository:**

Brian Sutton-Smith Library and Archives of Play at The Strong  
One Manhattan Square  
Rochester, New York 14607  
585.263.2700  
library@museumofplay.org

### Administrative Information

**Conditions Governing Use:** This collection is open for research use by staff of The Strong and by users of its library and archives. Though the donor has not transferred intellectual property rights (including, but not limited to any copyright, trademark, and associated rights therein) to The Strong, she has given permission for The Strong to make copies in all media for museum, educational, and research purposes.

**Custodial History:** The Stefanie Eskander papers were donated to The Strong in August 2018 as a gift of Stefanie Clark Eskander. The papers were accessioned by The Strong under Object ID 118.8603 and were received from Eskander in a portfolio and several oversized folders.

**Preferred citation for publication:** Stefanie Eskander papers, Brian Sutton-Smith Library and Archives of Play at The Strong

**Processed by:** Julia Novakovic, January 2019

### Controlled Access Terms

#### Personal Names

- Eskander, Stefanie

#### Corporate Names

- Hasbro, Inc.
- Mattel, Inc.
- Playskool, Inc.
- Tonka Corporation. Tonka Toys Division.

**Subjects**

- Betsy McCall dolls
- Character dolls
- Character toys
- Chatty Cathy (Doll)
- Cupcakes (Doll)
- Dolls
- Games
- Toy industry
- Toys
- Toys--Design and construction.
- Toys--United States--History--20th century
- Winnie the Pooh

**Biographical Note**

Stefanie Clark Eskander is an American illustrator and toy designer, best known for creating dolls such as Moondreamers, Cupcakes, Cuddle-Bye Baby, and Jem and the Holograms. She worked for several major toy companies during her career.

Eskander grew up in Southern California and studied illustration in college, focusing on art for children. In 1985, she attended a job fair hosted by Mattel and was hired on the spot to work as a designer for both small and large dolls. Hasbro recruited Eskander in 1986; while there, she worked on Jem, Dolly Surprise, and My Beautiful Doll. Eskander left Hasbro for Tonka in 1990. While at Tonka, Eskander created her most commercially successful product, WWF Wrestling Buddies. (She also designed several lines of Cupcakes dolls.) After Hasbro purchased Tonka in 1991, Eskander began freelancing but joined Fisher-Price as a Senior Designer in 1992 after they bought her doll design for Cuddle-Bye Baby.

After several years creating toys and dolls for Fisher-Price, she went back to Mattel in 1995, now as Senior Staff Designer, to work on Cabbage Patch Kids and Polly Pocket. In 1997, Eskander established Stefanie Eskander Design, devising products for MGA, Playmates, PlayAlong Toys, Manhattan Toys, Mattel, and Hasbro. She joined Spin Master as Staff Designer in 2009, where she developed doll and accessory lines such as Victorious and Liv. Eskander's experience landed her as the Design Manager for Girls' Toys at Toys R Us from 2012-2015.

In 2016, Eskander returned to freelance work, and she still designs for the toy industry as well as producing children's illustrations and graphic artwork.

**Collection Scope and Content Note**

The Stefanie Eskander papers contain concept sketches, control drawings, presentation renderings, and other graphics and artwork for toys, dolls, and games created by designer and illustrator Stefanie Eskander. While many of these materials represent unproduced playthings, several included here did make it to the consumer market. Major toy companies represented within this collection include Fisher-Price, Playskool, Tonka, and Hasbro. The bulk of the papers are from the 1990s. Additional scope and content information can be found in the Contents List section of this finding aid.

The Stefanie Eskander papers have been arranged into two series, one of which has been further divided into subseries. The physical materials are housed in three archival document boxes and five oversized folders. Digital materials can be accessed on-site at The Strong.

**System of Arrangement**

- Series I: Product design concepts, 1986-2018
  - Subseries A: Dolls and toys, 1986-2003
  - Subseries B: Play sets, 1991-2015
  - Subseries C: Games, c. 1990s
  - Subseries D: Other playthings, 1987-1999
- Series II: Professional papers, 2001-2003

## Contents List

### Series I: Product design concepts, 1986-2018

**Scope and Content Note:** This series houses artwork and other documentation relating to dolls, toys, games, playsets, and other playthings created by Stefanie Eskander during her decades-long career in toy design. Eskander provided annotated notes (written in 2018) for the physical materials in this collection, and they have been retained with associated concepts. Digital files in this series were extracted from Zip disks donated by Eskander and have been arranged accordingly.

#### Subseries A: Dolls and toys, 1986-2003

**Scope and Content Note:** This subseries contains concept sketches, control drawings, presentation renderings, prototype photos, sell sheets, and more documentation relating to concepts created by Eskander. Companies represented include Fisher-Price, Playskool, Tonka, and Hasbro.

#### Box 1

- Folder 1 Best Wishes Friend concept sketch, Fisher-Price, 1992
- Folder 2 Big Sister concept sketches, Fisher-Price [?], n.d.
- Folder 3 Cupcakes Princess Parfaits product photographs and sell sheet, Tonka, 1990-1991
- Folder 4 Cupcakes Tropical Treats product photographs, Tonka, 1991
- Folder 5 Dress 'N Dream Make-Up Head prototype photographs, Fisher-Price, 1994
- Folder 6 Marvel Superhero Buddies sell sheet, Tonka, 1991
- Folder 7 Princess concept renderings, Fisher-Price, 1994
- Folder 8 Princess Ponies concept sketches, Hasbro, c. late 1990s
- Folder 9 WWF Wrestling Buddies sell sheet, Tonka, 1991
- Folder 10 Miscellaneous Doll concept sketches, n.d. [c. 1980s-1990s]

#### Box 2

- Folder 1 Baby Bright Eyes concept sketch, Fisher-Price, 1992
- Folder 2 Baby Dolls/Baby Princess concept sketches, Mattel, c. early 2000s
- Folder 3 Bed-Time Teddies concept sketches [unidentified company], c. early 2000s
- Folder 4 Chatty Cathy reissue concept sketches, Mattel, 1998
- Folder 5 Jam Babies concept and technical drawings, Tonka, 1991
- Folder 6 Moondreamers presentation rendering and sell sheet, Hasbro, 1986
- Folder 7 My Beautiful Doll accessory control drawings, Hasbro, 1988
- Folder 8 Wish Upon a Star concept sketch, Fisher-Price, 1992

#### Box 3

- Folder 1 Baby Princess concept sketches, Mattel, c. late 1990s
- Folder 2 Betsy McCall notes and concept sketches, Fisher-Price, 1992
- Folder 3 Blow Me a Kiss Baby concept sketches, Tonka, 1990
- Folder 4 Cabbage Patch Kids concept sketches, Dynamic Design works, c. early 2000s
- Folder 5 Cupcakes Princess Parfaits concept sketches and control drawings, Tonka, 1990
- Folder 6 Cupcakes Tropical Treats and Cupcakes Cream Puff Cupcakes presentation drawings, Tonka, 1990

- Folder 7 Glow-in-the-Dark Doll concept sketch, Tonka, 1990  
Folder 8 Gymnastics Doll design drawings, Mattel, c. late 1990s  
Folder 9 Jimmy Jam concept sketch, Tonka, 1990  
Folder 10 Love Those Babies concept sketch, Fisher-Price, 1993  
Folder 11 Party to Playtime Baby concept sketch, Mattel, c. late 1990s  
Folder 12 Pigtail Dolly Surprise presentation rendering, Playskool, 1988  
Folder 13 Puppy Club presentation drawings, Fisher-Price, 1994  
Folder 14 Small Prince and Princess articulated figures concept sketches, Mattel, c. late 1990s  
Folder 15 Tanning doll concept sketch, Tonka, 1990  
Folder 16 Teddy Yum concept sketches, Tonka, 1991  
Folder 17 Time to Change Baby concept sketches, Mattel, c. late 1990s  
Folder 18 Undies concept sketch, Fisher-Price, 1993  
Folder 19 Unknown doll concept sketch, Tonka, 1991

**Oversized**

- Folder 1 Baby Dolly Surprise design drawings, control drawings, and sell sheet; Playskool, 1988  
Folder 2 Easy to Dress Doll concept sketches, presentation drawings, and prototype photographs [unidentified company], c. 1990s  
Folder 3 Gumball Girls Cupcakes design drawings, Tonka, 1991  
Folder 3 My Sweet Baby design drawing, Tonka, 1990  
Folder 3 Dream Princess Transformable Doll design drawing, Fisher-Price, 1992  
Folder 4 Sweetie Pops presentation drawings, Hasbro (Playskool), 1987-1988

**Digital-IA**

- Folder 1 Folder 01\_MLP2 [My Little Pony]  
• 17 files of My Little Pony sketches and artwork, Hasbro, .JPG, 2001  
Folder 2 Folder 02\_My Dream Baby  
• 24 files of My Dream Baby clothing sketches, patterns, and birth certificate designs; [unidentified company] .JPG, 2000  
Folder 3 Folder 03\_Puppies  
• 6 files of puppy toy sketches, Hasbro, .JPG, 2000  
Folder 4 Folder 04\_The Friend  
• 4 files of character scenes [unidentified game, unidentified company], .PSD/.JPG, 2003

**Subseries B: Play sets, 1991-2015**

**Scope and Content Note:** This subseries holds concept sketches, control drawings, and presentation renderings for various play sets developed by Eskander during the 1990s through 2015. Play sets include nature activities, Toon Town, and Winnie the Pooh locations.

**Box 3**

- Folder 20 Adventure Girl Transforming Backpack play set, Mattel, c. late 1990s
- Folder 21 Forest Friends Treehouse, Imaginarium/Toys R Us, 2015
- Folder 22 Nature Activity Set, Mattel, c. late 1990s
- Folder 23 Toon Town play set, Mattel, c. late 1990s
- Folder 24 Vanity play sets, Tonka, 1991 and Fisher-Price, 1992
- Folder 25 Winnie the Pooh play sets, Mattel, 1999 and unidentified company, 1993

**Subseries C: Games, c. 1990s**

**Scope and Content Note:** This subseries houses concept sketches for board games created by Eskander during the 1990s. These include a game for Disneyland as well as Winnie the Pooh, among others.

**Box 3**

- Folder 26 Another Busy Weekend game concept sketches, Mattel, c. late 1990s
- Folder 27 Disneyland game concept, Mattel, c. late 1990s
- Folder 28 Puzzle Place game concept comp [partial], Fisher-Price, 1993
- Folder 29 Winnie the Pooh game concept, Mattel, c. late 1990s

**Subseries D: Other playthings, 1987-1999**

**Scope and Content Note:** Within this subseries are various concept sketches and presentation renderings for other products developed by Eskander. Of note are the “Speed Inventing” pages retained by Eskander while working for Tonka in 1990; a weekend brainstorming session produced a flurry of creative ideas to be presented to their colleagues.

**Box 1**

- Folder 11 Belle’s Books concept sketch, Mattel, 1999

**Box 3**

- Folder 30 Cupcake Toy Box concept sketch, Tonka, 1990
- Folder 31 Love-A-Bye Baby wooden swan swing control drawing, Hasbro, 1988
- Folder 32 “Speed Inventing” brainstorm product concept sketches [dolls, plush, vehicles, ride-on, role playing], Tonka, 1990

**Oversized**

- Folder 5 Belly Buttons presentation drawings, Hasbro, 1987
- Folder 5 Barbie Handheld Video Game drawing, Mattel, c. late 1990s

**Series II: Professional papers, 2001-2003**

**Scope and Content Note:** This series contains digital files extracted from Zip disks donated by Eskander. Files include photographs, presentations, and an information sheet for an “Introduction to Toy Design” course taught by Eskander. (Additional professional materials can be found on Eskander’s website, <https://stefanieeskanderdesign.com/> .)

**Digital-II**

- Folder 1 Folder 01\_Stefanie Eskander Design
- 2 files [slideshow .PPT and postcard graphic .JPG], 2001
- Folder 2 Folder 02\_Photos
- “Stefanie Eskander” – 5 photos of Eskander, .JPG, 2001-2003
  - “Toys R Us trip 2003” – 22 photos of New York visit and Toys R Us store at Times Square, 2003
- Folder 3 Folder 03\_Intro to toy design
- 2 files [info sheet .PDF and slideshow .PPT], 2003