



Nominees in the DollObservers.com Fashion Doll Awards 2012 Face Public Vote

DollObservers.com, the online community for fashion doll lovers, is proud to announce the finalists for it's very first Fashion Doll Awards. Otherwise known as the DOFDAs and with 10 categories representing the very best of the doll world with nominees including Mattel, Tonner Doll and Integrity Toys, the final vote has just been made public.

London, UK ([PRWEB](#)) January 11, 2012 -- Although still in their inaugural year, the 'DollObservers.com Fashion Doll Awards', or DOFDAs, are fast becoming known as the fashion doll world's answer to the Oscars! The difference with these awards, aimed at rewarding excellence in the fashion doll industry, is that each of the 10 categories is nominated for, and voted by, the doll community themselves. In this way they give a true reflection of the tastes and loves of the doll buying public. As DollObservers.com is an online community of adult collectors these awards also represent a highly discerning audience.

Award categories have been designed to represent a multifaceted industry, including 'Best Online Fashion Doll Retailer', 'Best Fashion Doll Designer' and 'Best Fashion Doll' (12" and 16" scale). Nomination nods have been received for a range of makers and designers such as Mattel, Tonner Doll and Integrity Toys. As well as these more well-known companies, smaller concerns such as Horsman Ltd, nominated for Best Fashion Doll Accessory, are also well represented. Now that the nominations, made by members of DollObservers.com, have been announced it is over to the rest of the community to decide upon the final outcome.

This public round of voting went live on 7th January 2012 and has already attracted an overwhelming response, at the same time generating much excitement amongst collectors and doll lovers. According to Simon Farnworth, Network Creator of DollObservers.com, "These awards are a unique opportunity for collectors to have their favourite and most loved dolls, companies and retailers of the last year given their moment in the spotlight and to let the fashion doll industry know what really gets them excited".

The eventual winners are set to be announced via DollObservers.com on 19th February 2012 during an online event. The timing of the awards will also coincide with the second anniversary of the site and is set to become a hotly anticipated annual event.

<http://dollobservers.com/awards>

DollObservers.com (<http://dollobservers.com>) is a social media site for fashion doll lovers. Its unique selling point is that it embraces all of the fashion doll world rather than a narrow niche. Since its inception in February 2010 the site has gone from strength to strength with a membership numbering in the hundreds as well as thousands of unique visitors each month enjoying a variety of fashion doll related activities.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).