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"Even if you're not ready to live at your full volume, turn it up halfway, and get there." - Bobby Berk



QUEER EYE

MORE THAN A MAKEOVER

While so many reality TV shows are about knocking people down, *Queer Eye* is all about building people up. The Fab Five use their own personal experiences – both positive and negative – to achieve a constructive and lasting impact for every single person, or heroes as the team prefers to call them, that they meet.

Join the Minifigure Fab Five in the LEGO® version of their original Atlanta loft. They're all here: fashion designer Tan France, culture expert Karamo Brown, food and wine specialist Antoni Porowski, interior designer Bobby Berk and grooming consultant Jonathan Van Ness, and they need your help to carry out their latest transformation. Enjoy!



"As a stylist, my goal is to help people be the best version of themselves." - Tan France

TAN FRANCE

FASHION

Born in Doncaster, South Yorkshire, to Pakistani parents, Tan France started working in the US in 2008 and now lives in Salt Lake City, Utah. As a clothes designer and fashion expert, Tan restores people's confidence in themselves by making them feel good about what they wear. More often than not, he completes every magical makeover with his signature French Tuck!



"Food can offer a moment of pure emotional pleasure in an otherwise hard and difficult world." – Antoni Porowski

ANTONI POROWSKI

FOOD & WINE

2000s.

As the son of Polish immigrants, Antoni grew up in Montreal, Canada, speaking Polish, English and French. After moving to the US, he studied psychology and theatre before turning his talents to cooking. Before joining the Fab Five and encouraging people to start cooking for themselves, he worked for Ted Allen, the food expert from the original Queer Eye that ran in the early

KARAMO BROWN

Karamo Brown is the life coach and therapist of the group. He helps the show's heroes get to the core of understanding themselves, encouraging them to overcome the life-changing adversity they've faced. Born in Houston, Texas, of Jamaican and Cuban descent, Karamo now lives in Los Angeles with his two sons and is an active campaigner for the Black LGBT community.



"Life does not happen to you. Life responds to you." - Karamo Brown



"When you're happy at home, it spills out into every other area of your life." - Bobby Berk

BOBBY BERK DESIGN

Bobby grew up in a small town in Missouri. In 2003, he moved to New York with just \$100 in his pocket. He worked his way up to become creative director for a home furnishing company before launching his own online store. On the Netflix show *Queer Eye*, Bobby revamps the living spaces of the heroes to help them transform their lives. "How you take care of yourself is how the world sees you." - Jonathan Van Ness

JONATHAN VAN NESS GROOMING

As the enthusiastic cheerleader of the Fab Five team, Jonathan encourages the show's heroes to find some real "me-time" via their own personalised grooming and self-care moments. When not restyling hair on *Queer Eye*, Jonathan is the effusive host on a series of award-winning podcasts and a big fan of gymnastics and figure skating – it's even rumoured Jonathan himself has mastered both the toe loop and axel jump on the ice!



Bruley was the loveable French bulldog from seasons 3-4. He passed away in 2019 but is now immortalized in LEGO° form.

EVERY GUEST IS A HERO

Every hero on *Queer Eye* has a special story to tell. Some have faced the traumas of losing a loved one, overcome a serious medical condition, or faced rejection by their family. Others have given so much to others and their local communities that they've had little time to look after themselves. They are all heroes to the Fab Five – and all deserving of a transformation that will make their lives easier, healthier and happier.

THIS WEEK'S GUEST

It wouldn't be a proper *Queer Eye* LEGO[®] set unless someone was getting a magical makeover! Meet Kathi Dooley, a dedicated teacher who played a special role in Jonathan's early life, supporting him with understanding and kindness. Now it's time for Jonathan and friends to repay the favour... Kathi Dooley's



Before

Bobby's cool design skills started at an early age ... with a LEGO[®] set!

MORE THAN A MAKEOVER

ATRUE COLLABORATION!

This Queer Eye LEGO® set was the result of a true Fab Five-style collaboration between the LEGO design team and the show's own design guru, Bobby Berk. For Bobby it quickly became a passion project: "LEGO played such an important part in my childhood. Clicking those little bricks together really sparked my imagination and creativity." Matthew Ashton, LEGO Vice President of Design, saw the collaboration as the perfect partnership: "We share so many values, like caring, learning, creativity and fun. While the Fab Five rebuild people's lives, we are on a mission to inspire kids and adults to get creative and be part of rebuilding a more positive world." The first task was to decide exactly what the set should be. The team quickly zeroed in on the original loft setting from the first season and together defined the model's floor plan and layout. For Matthew it was vital they captured as many details as possible: "We wanted to replicate the furniture and include iconic details like the STYLE, TASTE, CLASS' sign. We also wanted to include a distinct zone for each of the guys and play up to each of the Fab Five's unique skills and contributions to the team."



"Collaborating with the

now my reality."

– Bobby Berk

LEGO team was an absolute dream come true! It would be any kid's dream and

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Bobby and Matthew in the initial stages of the design process.



CLICKING IT ALL TOGETHER

Just like it is for the Fab Five, teamwork is an essential part of developing a great LEGO[®] set. The other members of Matthew's LEGO Dream team were Senior Graphic Designer, Diego Sancho and Senior Element Designer, Ruth Kelly. Diego had the important task of capturing the Fab 5's likeness in LEGO minifigure form, as well as designing all the decorations and stickers to bring the loft to life: "I got the opportunity to do my personal take on the artwork for the loft, to add some nice Easter Eggs for the fans! I created a 'Yaaas Queen' print for the kitchen to celebrate the fun

LGBTQ+ saying, and if you look closely at the unique brush-

stroke art you will see it says FAB 5!"

For Ruth the challenge was very different: "We simply didn't have any existing wigs with a coif quite as voluminous as Tan's, so it was my job to sculpt a new one. We decided to mould the wig in shimmering silver plastic to really 'elevate' Tan's look!"

Matthew is proud of the finished set and what the partnership stands for: "The Fab Five have had such a positive impact on so many peoples' lives. We need to take time to celebrate kindness and this collaboration has been the perfect way to showcase that."

Left to right: Ruth Kelly, Senior Element Designer Matthew Ashton, Vice President of Design Diego Sancho, Senior Graphic Designer



LEGO.com/brickseparator

























































@ 2x











Jonathan Van Ness

"It's so important that folks have inclusion built into their creativity. So, for the LEGO Company to show support for topics like LGBTQ inclusivity feels necessary and I'm excited that it is happening."



















"To be a part of the imagination of folks creating a better world is lovely! I hope folks can spark their imagination with this collaboration."



















"I love a creative process, and LEGO[®] is perfect for unleashing that creativity, you can build whatever you want in your own unique style."











"Seeing this set is bringing back so many happy memories. It's like I have been shrunk down to a miniature scale and I can relive the show all over again!"

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Karamo Brown

"Queer Eye is special because of the people; the amazing cast I work with every day and the beautiful lives I get to touch and interact with on the show and share with the world."



Δ




















2x













"My goal on Queer Eye is creating a legacy of connection and understanding, not only with those around us but also understanding and accepting ourselves, too."











Karamo Brown

"LEGO[®] has been really special to me and my family. Not only has LEGO kept my boys entertained for hours, it has also been a great activity for me to connect and bond with them over even more."









































"Loving that little neckerchief, and of course my LEGO[®] accessory had to be a tiny chopping board with avocados."

Antoni Porowski





















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"Building with LEGO" is in some ways very much like cooking a meal. Of course, you can follow the recipe to make the perfect 'tried and tested' end result, or you can get all experimental and come up with your own creation."






































"It's so surreal seeing myself in LEGO® Minifigure form – 7-year-old me would be mind-blown to know this was a thing!"

Bobby Berk



























































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Antoni Porowski

"Growing up, LEGO[®] was my very favourite toy. I would build cities, pirate ships, destroy them, then start all over again. It's pretty incredible to think that young kids will now have LGBTQ+ options to play and build with. I'm honoured to be a part of this special partnership. Tenyear-old Antoni is internally screaming."

























Jonathan Van Ness

"So happy this set comes with Kathi Dooley! She is my childhood hero and means so much to me. Plus, I get to play cutting off her mullet as many times as I want now."








































































"That transformation chamber is genius! One twist and 'Ta-daaa!' the big reveal!"

Tan France











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Karamo Brown

"As an adult, any creative process can help give you focus and take you out of your own head space. Building with LEGO" is a perfect way to help you unwind and de-stress while also giving you a real sense of accomplishment with whatever you create. So just like our show, LEGO can help in a little way to piece together people's lives. This is the perfect partnership."





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"I'm so happy with the finished set. I think we have really managed to capture the essence of everything in our original loft!"

Bobby Berk





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