



Friends™ 2012-

2012



2012

Our teams set out on what becomes four years of intense research and development.

Worldwide, we engage thousands of girls and moms to develop an exciting concept and new type of play within the LEGO portfolio

2013



2013

LEGO Friends arrives! An all-new, more realistic and detailed mini-doll, 23 story-filled products and an animated TV show all mark the advent of LEGO Friends.

The world is introduced to the 5 LEGO Friends: Andrea, Emma, Mia, Olivia and Stephanie.



2014

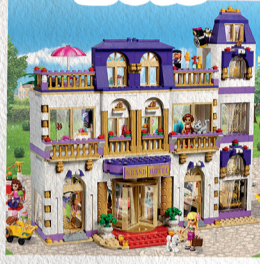


2014

The LEGO Friends go beyond Heartlake City for the first time and embark on an ambitious Jungle Rescue Mission.



2015



2015

With 1,552 pieces, the Heartlake Grand Hotel takes the title of the largest LEGO Friends set.

Love music? Livi the pop star takes the Friends on a musical journey.

2016



2016

Hold onto your seats because 2016's Amusement Park sets include new functionalities that truly bring the theme to life.

First LEGO Hot Dog bun element (but don't forget the hot dog mini-doll suit or the hot dog van!).

2017



2017

Congratulations, Sienna! The LEGO Friends Design Contest invites kids to design their own LEGO set and this 9-year-old's entry is selected as the winner.

Sienna and her family are invited to LEGO HQ to transform her idea into the first kid-designed LEGO set - Heartlake City Playground.

2018



2018

The LEGO Friends sets, characters and TV show are updated to be more engaging and relevant to children all over the world.

"Friends on a Mission" kicks off with the five friends turning an old firehouse into their new clubhouse.



2019



2019

2019 brings a new type of on-the-go play with buildable heart boxes that let kids take their LEGO Friends anywhere.

Listen up! The first LEGO audio instructions for blind and visually impaired children of all ages are introduced with set 41365 - Emma's Art Studio.

2020



2020

The LEGO Friends take to the road on their fun Friendship Bus - complete with built-in pool, slide and rooftop garden.

A trio of pandas, the first LEGO sloth and a partnership with National Geographic Explorers all help make the Jungle Rescue theme an adventure to remember.



2021



2021

The carnival comes to town and brings with a load of sets that feature cool magic tricks for more engaging play

The first micro-doll brings children figures to the LEGO Friends world and Savannah becomes our first blind character.

2022



2022

LEGO Friends turns 10! The celebration also brings a new, more colorful aesthetic for Heartlake City

The Main Street Building becomes the largest Friends set ever while highlighting the importance community

-2022

LEGO

LEGO

LEGO

LEGO

LEGO

YEARS OF FRIENDSHIP

