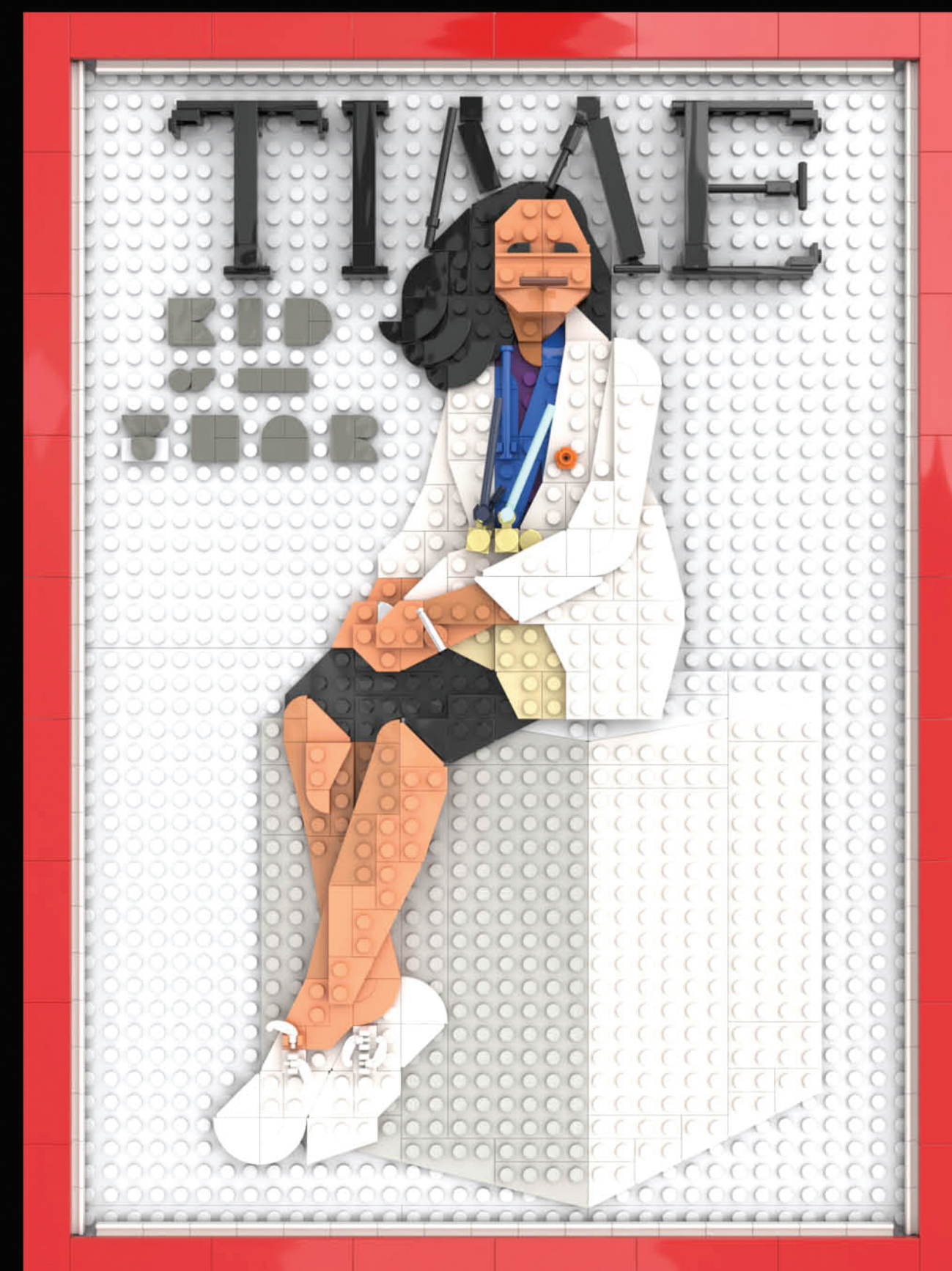


# Iconic Covers by TIME Rebuilt by LEGO

TIME recreates its most iconic women-led covers in LEGOs for International Day of the Girl to show that change starts with creativity.

For nearly a century, TIME has highlighted the most influential voices around the world within their iconic red border. In parallel, LEGO is well-known for fueling creativity and inspiring people at young ages. In honor of International Day of the Girl and as a tribute to young girls all over the world, TIME partnered with LEGO to recreate its most iconic female-led covers in LEGOs. The result? Audiences were in awe of the cover transformation and the beauty and creativity LEGO creates in the world. The campaign had many asking how they could purchase and create their own sets.



73%  
OVER IMPRESSION GOAL

88.4%  
POSITIVE SENTIMENT

“OMG I ABSOLUTELY LOVE THIS. I MEAN. LEGO. AND TIME.”

@sophie1337

“HER POEM AT INAUGURATION WAS JUST SO MOVING. I’M GLAD SHE WAS SELECTED FOR THE COVER.”

Maria Leineweber

