



Look Alikes: Mike Myers was "instantly smitten" with Austin Powers dolls McFarlane Toys created. It took four tries to create a doll that met with actress Heather Graham's approval.

Yeah baby! Austin Powers fans can buy groovy dolls

BY CHRISTINA FUOCO
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Yeah baby! Austin Powers fans who were seduced by his charm, and overwhelmed by his charisma and mass of chest hair, can now take him home.

McFarlane Toys, based in Plymouth, is introducing a line of toys in conjunction with the June 11 release of "Austin Powers: The Spy Who Shagged Me" (PG-13).

The seven-piece set stars Austin Powers in his red velvet suit and wearing his Union Jack undies; Felicity Shagwell, the

sexpot CIA agent; Dr. Evil, Austin Powers' arch nemesis; "Fat Bastard," a Scottish character in the movie; and "Mini Me," a clone of Dr. Evil gone awry.

They are available in area toy and specialty stores. McFarlane Toys in Plymouth is the world headquarters and warehouse and not a store where items may be purchased.

An 18-inch version of "Mini Me" will hit stores later this summer.

Not only do the dolls sit there and look pretty, they speak. However, because "Austin Powers" characters ooze sexuality, there are G- and PG-13-rated versions of some of the dolls.

"Being in the toy business, where we think kids maybe as young as 10 years old will be interested, we were a little nervous. This character's name is Fat Bastard in the movie. We changed it in the package to 'Fat Man.' In the movie, he's a 400-pound Scottish guy and he has a flatulence problem," said James Hedstrom, senior vice president of sales for McFarlane Toys.

The Austin Powers, Felicity Shagwell and Dr. Evil dolls were also tweaked a bit.

"Some of the sayings can be kind of risqué. Like one of his (Austin Powers') favorite things is 'Do I make you horny, baby?' We know this has an appeal to younger kids. We didn't want moms - they're the ones who have the wallets - (to be offended). If they're in a Wal-Mart or a Kmart that could be a little risqué for us," he said.

"So we have two versions. The mass stuff will have 'Yeah Baby Yeah, Shagadelic.' The specialty stores will have 'Do I make you horny?' Dr. Evil says, 'Throw me a frickin' bone.' Frickin' can be construed kind of, you know, risqué. On the mass package, he says '\$1 million.'"

Mass stores are those geared toward families like Toys R Us, Wal-Mart or Kmart, while Spencer Gifts and Kay-Bee outlets are considered specialty stores.

Felicity Shagwell moans "You're a groovy boy" in mass versions, or "Care for a ride" in the specialty stores.

"A lot of people were worried when we started to do the toys. They were wondering if this will be a little risqué for Wal-Mart or Toys R Us because of some of the stuff in the movie," said Hedstrom, a Northville resident who formerly lived in Birmingham.

"It's really no big deal. The movie is rated PG-13. We've got support from every kind of retailer you can imagine from Spencer Gifts all the way to the top, Wal-Mart, Toys R Us."

In "Austin Powers: The Spy Who Shagged Me," Myers reprises his role as the "International Man of Mystery" while playing several other characters including Dr. Evil and Fat Bastard. It also stars Heather Graham as Felicity Shagwell, a CIA agent, and Elizabeth Hurley as Vanessa Kensington, his wife.

Austin Powers' life force, the secret behind his libido, has been stolen by his arch nemesis, Dr. Evil. Austin must travel back to the '60s to regain his mojo and save the world.

Hedstrom explained that he expects "Austin Powers: The Spy Who Shagged Me" to be huge.

"We think this might be something that may bring us to the next level because of the power behind this. This thing is growing. We've got the psychedelic kick right now. It's really on vogue."

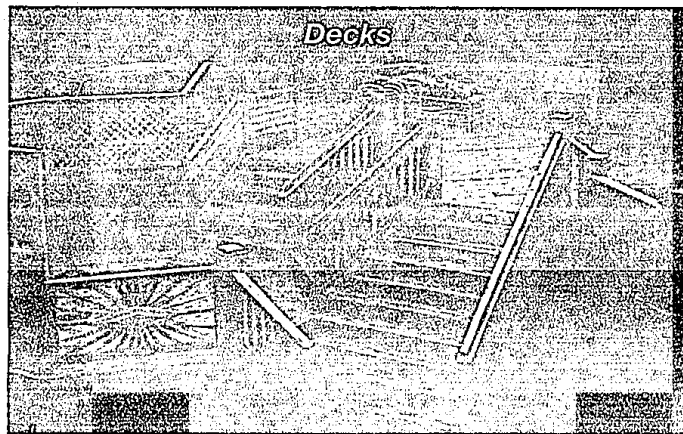
McFarlane Toys is owned by Ahwatukee, Ariz., resident Todd McFarlane, the mastermind behind the "Spawn" comic books, movies, HBO series, and dolls. McFarlane Toys has also created dolls for "The X-Files" movie and the rock band Kiss, among others.

McFarlane Toys was contracted to produce the dolls in December. The company had five months to design, make and produce the line. New Line Cinema gave McFarlane Toys full reign on the project.

"They let us do what we wanted. You look at Dr. Evil, for example, and you see how close it is. You look at the picture. He's more like an animated look there but we captured something. I think they did a beautiful job."

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