



# **DRAGS** **2 RICHES**

**Drags 2 Riches™** is the deckbuilding card game that finally allows you to live your drag truth. Take on the role of a drag queen building up your wardrobe of fierce and fabulous heels, wigs, outfits, make-up and accessories, laying them down in combinations that will stun the competition.

Work on your look in secret, deciding whether to reveal it at the end of the round, or keep it hidden

and build even more fabulous combos ready to win the most prestigious events. Every round is full of tension and excitement as you never know who will reveal a look, and only one of you queens can win!

So, if you want to slay the competition... be fabulous, be sassy, and most of all, be fierce!

## **GOAL**

To build your wardrobe of fierce looks, wearing your best items to win events across the drag circuit. The person with the highest prestige score earned from event cards at the end of the game wins.

# Components

## 75 WARDROBE CARDS



## 25 STARTER CARDS



## 15 EVENTS CARDS



## 15 COIN CARDS



## 8 CHARACTER CARDS



## 1 FIRST PLAYER TOKEN



## 5 PLAYER BOARDS



# Set up

Give each player a **Player Board** and a shuffled starting deck containing one of each of the **5 Starting Look Cards** (*Outfit, Hair, Heels, Makeup, Accessories*), plus **1 Gold Coin Card** and **2 Silver Coin Cards**.

Each player places this starting deck on the **Wardrobe** space on their **Player Board**. Return any unused **Starting Look Cards** to the box.

Each player chooses a **Character Card** and places it next to their **Player Board**, the remainder are left in the box.

Shuffle the remaining **Wardrobe Cards** (*Outfit, Hair, Heels, Makeup, Accessories*) and place them in a pile in the middle of the table. Draw 8 cards from this draw-pile and place them face-up in a 2x4 grid to form **The Market**.



A Starting Look Card, indicated by the value of 1 in the top left.

## DECK I



## DECK II



## DECK III



Separate the **Event Cards** into three decks based on the **I**, **II** and **III** symbol in the bottom left corner. Shuffle each of the three **Event Card** decks and place them face-down individually on the table. Add a **Shopping Spree Card** to the bottom of deck **I** and **II**, and the **Sell-Out Tour Card** to the bottom of deck **III**.

Stack the three decks face-down with deck **III** at the bottom, **II** in the middle, and **I** at the top (If it's your first game, we recommend just using decks **I** and **II** for a quicker introductory game).

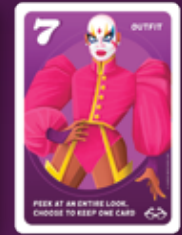
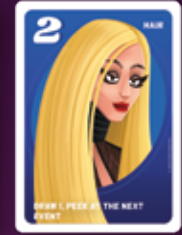
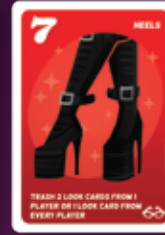


EVENT  
CARDS

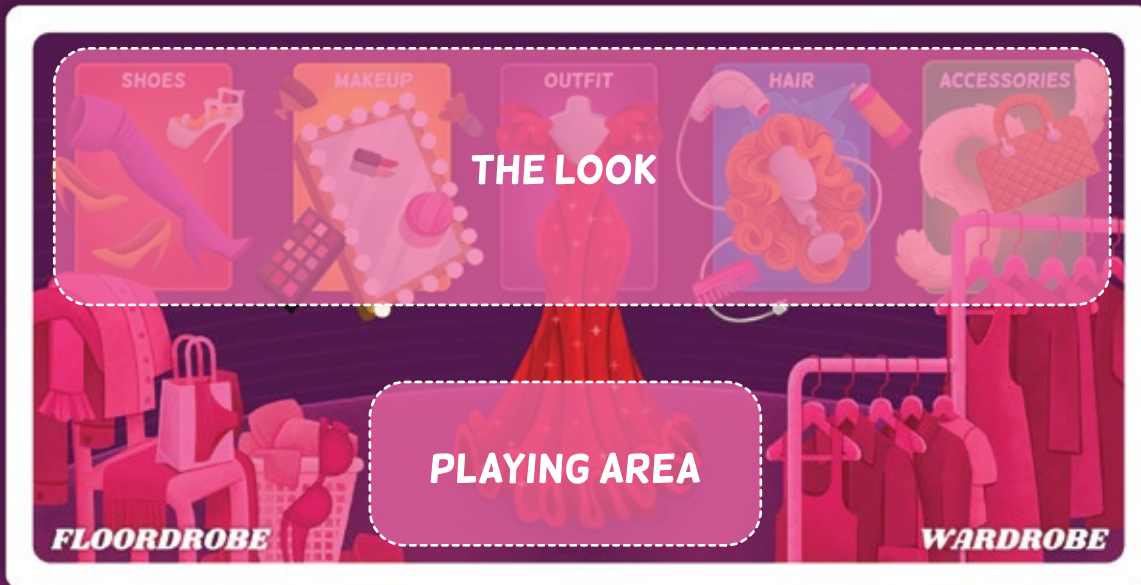


DRAW  
PILE

## THE MARKET



## PLAYER BOARD



## CHARACTER CARD



# Gameplay

Gameplay consists of rounds, with each player taking a turn to play cards from their hand and buy cards from **The Market**. At the end of the round, players decide whether to compete for the available **Event**.

Start the round by turning over a new **Event Card**. Each player draws a hand of 5 cards from their personal **Wardrobe** (starting deck). The first player is the one who was last to see a drag artist in person - give them the **First Player Token**.

Beginning with the first player, each player does the following *three phases* on their turn:

## 1. PLAYING PHASE

Play cards from your hand.

## 2. WERK PHASE

Spend your coin.

## 3. UNTUCKING PHASE

Tidy up.

## Playing Phase

Play as many cards as you like from your hand in one of the following ways:

✦ **ACTIVATE:** Play the card face up and activate the text at the bottom.

✦ **WEAR:** Add a card to your look by playing it face down in an empty slot.

**Wardrobe Cards** can either be Activated or Worn (never both). You can also choose not to play some of your cards, these are discarded in the **Untucking Phase**. **Coin Cards** cannot be Worn.

This number tells you how much the card costs to buy and the value it adds to your look when worn.

When played **face up** you perform this action.



Card type.

The amount of money this card gives you to spend in the Market. If there is no coin symbol, the card is worth no money.



**WEARING A CARD** is performed by placing it face-down in front of you on your **Player Board** in the correct space. This card now forms part of your **Look** and you do not benefit from its action or symbols. A **Look** can consist of upto 5 cards and may only include 1 of each type of wardrobe card (*Hair, Outfit, Heels, Makeup, Accessories*). Cards can be replaced in your **Look** at any time during this

phase, simply discard the card you already have in your **Look** by putting it in your **Floordrobe**.

**ACTIVATING A CARD** is done face-up and allows you to use the action written on the card. You must perform the entire action on the card. A glossary of the various actions is included at the end of this rulebook and on the back of each character card.



### SHADE AND BLOCK SHADE.

Some cards are considered **Shade Cards** (as indicated by ) and may have a negative effect on other players. These effects can be blocked using a **Block Shade Card** (indicated by ).

A player using a **Shade Card** must first show the card they intend to use and then pick the target player (or players, if indicated by the card). Targeted players may then reveal a **Block Shade Card** from their hand and negate the effects of the **Shade Card**. This **Block Shade Card** is returned to the player's hand and may be used as normal on that player's turn. The Shade effect on the card is nullified, however the remaining actions on the **Shade Card** may still be utilised by the attacking player. Targeted players who do not reveal a **Block Shade Card** must suffer the consequences of the **Shade Card** in full.



## Werk Phase

Once you have finished playing cards, you may buy cards from **The Market**. First, total up all the **Coin** symbols across the cards you have activated. Then you may purchase as many cards from **The Market** as you can afford. The cost of each card is written in the top left-hand corner (this is also the **Look** value of the card). As soon as you take a card from **The Market**, replace it with a card from the draw-pile. Place any purchased cards into your **Floordrobe**.



### REMEMBER

Purchased cards don't get played this turn! These are placed face-up in your **Floordrobe** (discard pile)



## USING YOUR CHARACTER!

Every *Character Card* has an action. These actions are powerful but can only be used once per game, and on your turn (unless otherwise specified), so use them well!



## Untucking Phase

All **activated** cards and any cards left in your hand are now placed in your **Floordrobe**. You don't get to keep cards in your hand for future rounds. Your **Look Cards** remain where they are until you reveal them. Draw 5 more cards from your **Wardrobe**. If you don't have enough cards left in

your **Wardrobe** then draw what you can and **Dry Clean** (shuffle) your **Floordrobe** and place it face-down to form your new **Wardrobe**. Now continue to draw cards until you have 5 in your hand. Never **Dry Clean** your **Floordrobe** until your **Wardrobe** is entirely empty.



✦ **YOUR TURN IS NOW OVER** The round continues until everyone has had a turn. ✦

## Event Phase

The round ends with players competing to win the available **Event Card** revealed at the start of the round. On the count of 3, all players with cards in their **Look** (face down on their player boards) must declare simultaneously with thumbs up or down whether they want to try and compete for the **Event** or not.

All players with thumbs up must reveal their entire **Look**. The value of each **Look** is calculated based on the **Look value** (the same number as the cost of the card) in the top-left corner of each card. The player with the highest overall **Look value** wins the **Event Card**. Importantly, all ties are decided by the first player. The winner takes the **Event Card** and puts it face down next to their **Player Board**. Keep these hidden until the end of the game.

All revealed **Looks** are then discarded, regardless of whether the player won or lost. Players who chose not to compete must keep their **Look Cards** hidden on their **Player Board** and keep them in play for a future round.

If no players decide to reveal a **Look** the **Event Card** is Trashed (permanently removed from play) and a new card is revealed at the start of next round as normal.

RIVAL  
QUEEN'S  
LOOK →



YOUR  
LOOK →



**You win this round!**  
AND GET TO KEEP THE EVENT CARD →

FLOORDROBE

WARDROBE



The round is now over, pass the **First Player Token** to the player on your left and start a new round. Play continues like this until all the **Event Cards** have been resolved.

Remember, each round is won by the Queen who reveals the best **Look**. You don't need to beat the score on the **Event Card**, but you do need to be in it to win it!

## **Special Events** There are two special types of *Event Card*:

### SHOPPING SPREE ROUND



When this event occurs, every player picks up an extra two cards at the start of their turn. Each player takes their turn as normal but plays with an extra 2 cards. There is no *Event Phase* this round, and no points to be won. Once all players have had their turn, the *Shopping Spree Card* is discarded and a new event revealed. The *First Player Token* is passed on clockwise as normal and the game continues.

### FINAL ROUND THE SELL-OUT TOUR

As this is the last round, everything that players buy in this round can be *Activated* or *Worn* straight away to maximise their chances of winning the *Sell Out Tour*.



Shopping Sprees give you a chance to buy and play more cards!

# Victory!

The game ends when the *Sell-Out Tour card* is resolved. The winner is the player with the highest total prestige scored from events. Ties are won by the player with the higher number of event cards, otherwise all tying players are declared joint winners.



## Optional Rules

### LAST MINUTE ADDITIONS:

Before the *Event Phase*, players may add to their looks using cards from their new hand (playing these down in the current turn order). However, they will not be able to draw any cards to replace these, so will be at a disadvantage on the next round by playing with a hand of less than 5 cards.

### THRIFTING:

If you can't afford any card in the market, you may take the cheapest available card for free.

### CATEGORY IS:

During a tie break, the first player can select a category for the tied players to perform in person. They judge who the winner is and award them the *Event card* for this round. Suggested categories include Lip Syncing, Dancing, Comedy, Singing... but of course feel free to come up with your own, it's your game Queen!

# Meet the Queens



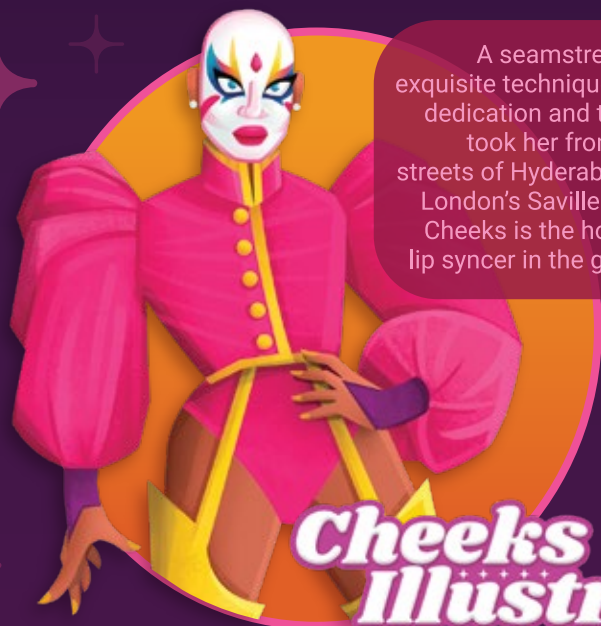
**Bi Felicia**

The belle of the balls and a veteran of the drag scene. Her voice always inspires tens, tens, tens across the board!



**Keli\$ha Keys**

The funniest queen in South Florida, Keli\$ha's milkshake brings more than just boys to the yard.



**Cheeks Illustra**

A seamstress of exquisite technique, her dedication and talent took her from the streets of Hyderabad to London's Saville Row. Cheeks is the hottest lip syncer in the game.



**Glam Stoker**

Birmingham's fiercest flower, Glam is a trans woman and proud. She's fought tooth and claw for her dark domination of the UK drag scene, and now she's ready to take on the world.

Argentine and full of latin passion, this divine queen slays in all her AFAB glory, however her true character is a caring drag mother who looks after all in need.

**Shessica**



**Ho Couture**



Elegance, beauty, high-fashion. Couture.

**Kenya Feelit**



A club scene queen from Puerto Rico, working street fashion and snake hips for days.

**Catastrophoebe**



Executive realness meets withering humour for this Thai queen.

# Glossary

**ACTIVATE** Place the card face-up in-front of you, activate its ability. Does not form part of your Look.

**BORROW** Take another player's card at random from their hand (unless specified otherwise), add it to your Floordrobe.

**BLOCK SHADE**  Show this card to a player trying to give you Shade. This card blocks that Shade and then remains in your hand.

**DISCARD** Item is placed in the player's Floordrobe. If discarding another player's card this is done at random unless otherwise specified.

**DRAW** Take a card from your Wardrobe.

**DRY CLEAN** Shuffle your Floordrobe when your Wardrobe is empty, it now becomes your new Wardrobe.

**FLOORDROBE** Your personal discard pile. Cards should be face-up and are not hidden information.

**LEND** Give a player cards from your hand (unless specified otherwise) and place in their Floordrobe.

**LOOK** The cards you are wearing (face-down in-front of you). Can only include 1 of each of the 5 card categories.

**PEEK** Privately view the specified card(s).

**RETURN** Bring a card out of your floordrobe up-to the value specified and place in the specified location.

**REVERSE SHADE** Show this card to a player trying to give you Shade. This card blocks and then reverses the effects of that Shade on the player. If the reverse effect cannot be completed on the player's current hand then wait until they have drawn a new hand.

**SHADE**  Includes any attempt to Borrow, Trash, Discard or Peek at another player's cards.

**TRASH** The item is permanently removed from the game.

**WARDROBE** Your personal deck, cards are kept face-down.

**WEAR** Place the card face-down in-front of you. It forms part of your Look but you do not benefit from its ability or its symbols.



# ***A Little History of Drag***

These days, drag is an internationally loved art form adored by millions, watched on stages and streaming channels, performed everywhere from streets to strip clubs. But where has it come from? It certainly hasn't always been so mainstream, or widely accepted. Here's a little overview of some of the most definitive periods and people in the history of drag, and how the art form has changed and grown over time.

## **SHAKESPEARE IN DRAG**

Drag, as in cross-dressing for performance, has its origins largely in theatre. Many cultures in the past have viewed acting as an unsuitable profession for women, resulting in female roles being played by male actors in costume. In ancient Greece, where theatre was first invented, this was made easier by the use of decorated masks, which could give the illusion of a female face. Later periods however came up with different solutions.

Theatre in Shakespeare's time, for example, used no such masks on stage. Rather, female roles would require a more elaborate get-up of wigs, exaggerated make-up and women's clothing. The result was not necessarily a convincing 'female' disguise, but it didn't have to be – the actors were viewed mostly at a distance after all, in obscured lighting and by a largely drunken audience! The over-exaggerated femininity of these stage characters and the

central role cross-dressing plays in many of Shakespeare's productions captures an early but essential element of drag – it is by no means simply female impersonation. It can go beyond that, calling attention to the stereotypes and caricatures of femininity, and by extension, masculinity. As said by RuPaul; 'I don't dress like a woman; I dress like a drag queen!'

## **JUST MAKE US LAUGH, DARLING!**

Plenty of modern day drag acts incorporate comedy into their routines, leaning into the humorous potential of their over-exaggerated makeup and outfits and crafting slapstick or hilariously catty personas. In fact, some of today's most successful drag queens are almost exclusively stand-up acts, such as Lady Bunny and Bianca Del Rio.

Drag has long been associated with humour, especially on the stages of Europe from the 18th century onwards, when light-hearted or witty comedies known as vaudevilles became more popular over long and tedious tragedies. Drag became incorporated into these shows as a variety element, bringing a refreshing risqué-ness to the business of entertainment. It proved exceptionally popular and cross-dressing has found a permanent place in the world of theatre that has persevered in traditions such as pantomime dames and cult shows like Rocky Horror Picture Show.

The association of cross-dressing with comedy has been around for a very long time, and has not always been a positive connection. Historically, the humour found in men dressing as women has been a way of both trivialising femininity and humiliating feminine men – all ways of reinforcing gender roles. But if drag is anything, it's resourceful! Drag artists have used their comedic reception to their advantage, leaning into campy confidence to rise above attempts at humiliation and win their audience over to laugh with rather than at them. This has been one of the ways that drag has been able to continue to be performed even in times of strict gender regulation and stigmatisation, creating a safe space for LGBTQ+ performers to be themselves. When life gives you lemons hunny, you make lemonade!

### **ROARING 20S REALNESS**

The 20th century continued to see the art of drag evolve into new forms, with solo or double acts finding fame in impressive and illusory touring shows through the twenties and thirties. Increasingly, performers such as Julian Eltinge, Bert Savoy, the Rocky twins and Barbette aimed to dazzle with the convincingness of their drag, rather than their comedy. By following along with fashion trends of the time - plucked eyebrows, pointed lipstick and short flapper dress adorned with feathers and jewels - these performers gave rise to a new era of drag 'realness', where the allure of the performance was in the fluid sexuality of the performer, whose unfaultable femininity entranced viewers and embraced gender-bending taboos.

### **BURNING DOWN THE HOUSE**

Public recognition of drag culture grew over the century with documentaries such as *The Queen* and *Paris Is Burning*, which gave insight into some of the rich history and culture surrounding drag from the late 60s up until the 80s, lots of which still forms some of the most recognisable and iconic elements of drag culture today, such as drag houses, pageants and runway competitions.

The emergence of the drag community on film coincided with an increasing effort for public recognition and a reduction in queer stigmatisation. Events protesting the marginalisation queer people experienced were growing in number and profile as the community called for rights to protect them from oppression. Protests and riots grew in number during the late sixties culminating in the 1969 Stonewall riots, famously led by trans women and drag artists, solidifying the central role that gender non-conforming folks have played in the historic fight for queer rights, despite still being among the most marginalised in the community today.

### **HALL OF FAME**

Since the seventies, drag has continued to evolve and change with the times, gaining a reputation for being at the forefront of a radical new world of art, celebrity and fashion. Individuals were catapulted to fame by their embodiment of the futuristic, gender-bending zeitgeist that seized popular culture, with many superstars associating themselves with drag

artists such as Andy Warhol and Madonna, who took inspiration for her hit Vogue from the ballroom scenes of New York.

One drag queen who made waves in the seventies was Divine, possibly the most famous drag artist of the 20th century. She collaborated with filmmaker John Waters to create a number of successful and shocking films, equally as funny as they were disturbing. Playing with ideas of beauty, taboo, tackiness and glamour, Divine set the stage for much of the social commentary drag continues to provide today.

Into the eighties, draggy gender-bending became legitimately cool. Pop stars such as David Bowie, Freddie Mercury and Grace Jones number among those that embraced drag influences in their public personas. The rise in unashamedly queer celebrities is a testament to the progress the queer community had made towards safety and happiness for those of non-conforming gender or sexuality, and while many still struggled, the ability of these pop stars to be out, proud and successful has left a legacy that continues to inspire queer people today.

## READY, SET

Arguably the most famous drag queen of the 21st century, RuPaul has brought the next big change to the drag scene with his hugely popular show RuPaul's Drag Race, which sees drag culture embraced in a reality tv competition style format. Increasingly diverse with each season, Drag Race has brought not just the spirit of drag, but actual drag artists to the mainstream, many of whom have gone on to become incredibly successful household names around the world. The show features all of the best-loved elements of drag that have characterised it over centuries - humour, glamour, cat-walking and catfighting, bringing together a performance that has captivated millions and brought drag to new heights.





**TLDR?**  
**CHECK OUT OUR**  
**RULES VIDEO!**



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