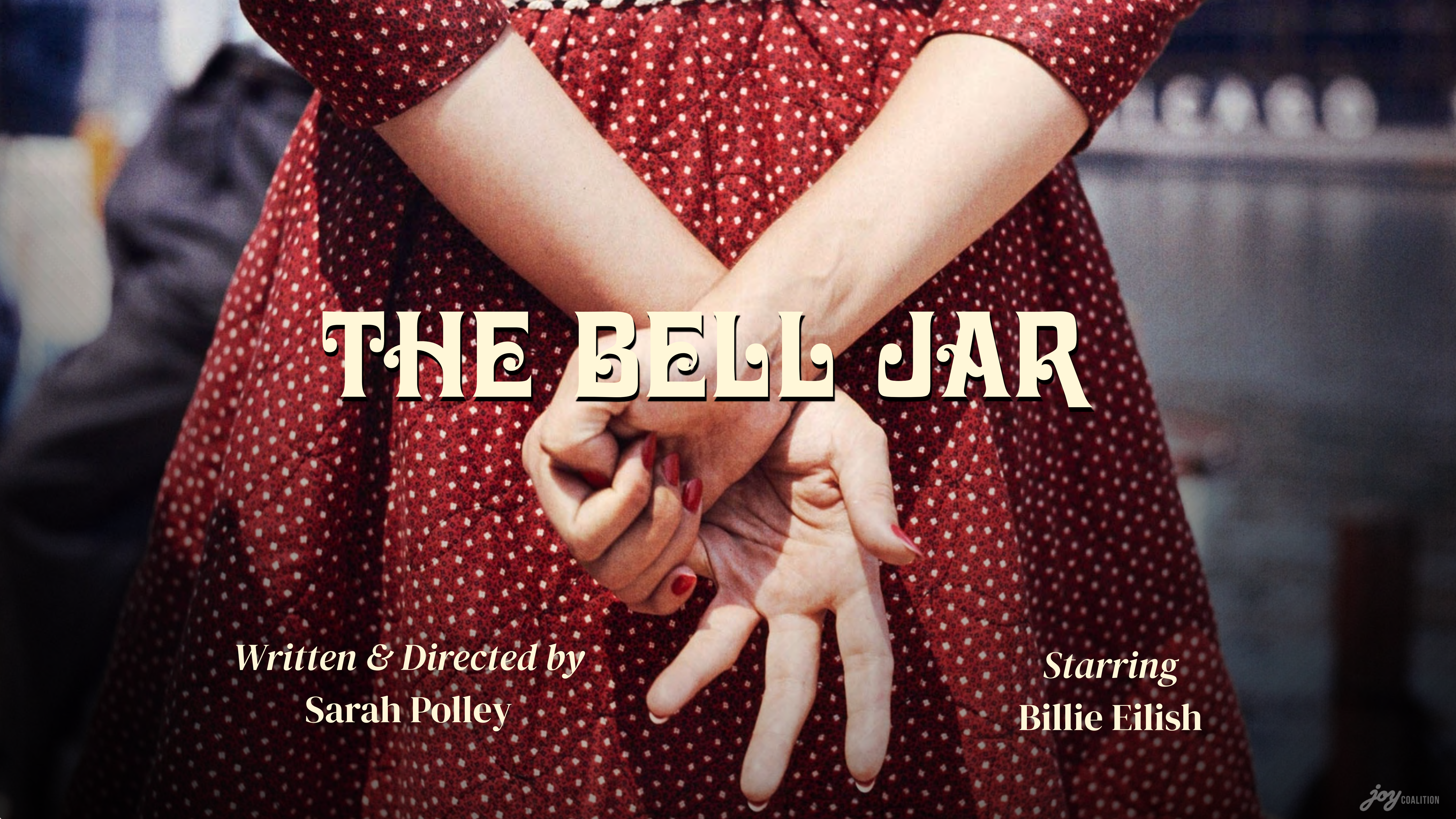
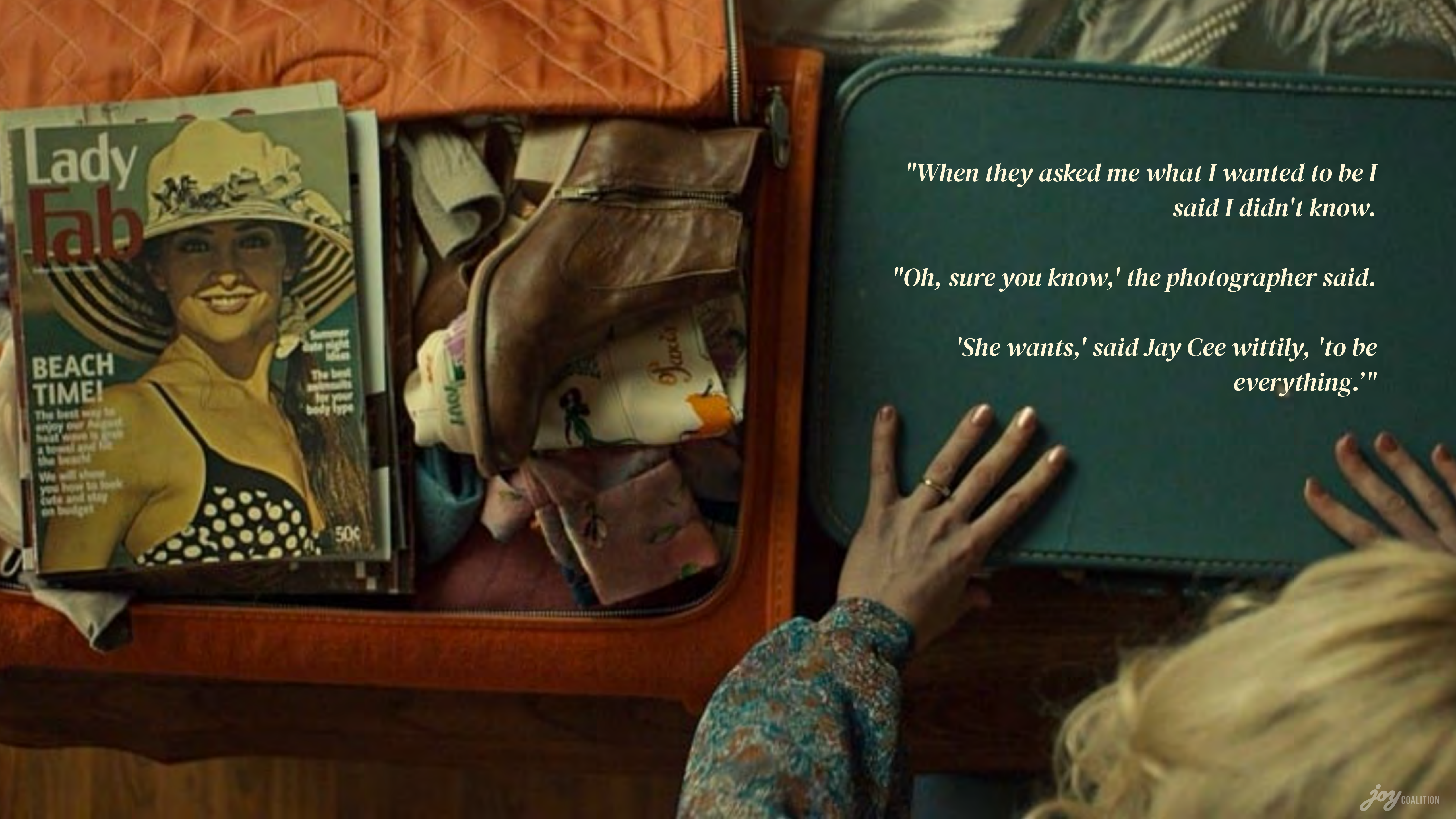


A close-up photograph of a person wearing a red dress with small white polka dots. Their hands are clasped together in front of them, with fingers interlaced. The background is blurred, showing what appears to be an outdoor setting with some structures.

# THE BELL JAR

*Written & Directed by*  
**Sarah Polley**

*Starring*  
**Billie Eilish**



*"When they asked me what I wanted to be I  
said I didn't know."*

*"Oh, sure you know,' the photographer said."*

*'She wants,' said Jay Cee wittily, 'to be  
everything.'"*

A woman with blonde hair, wearing a blue denim shirt, is shown in profile from the chest up. She is holding a dandelion seed head in her right hand, which is raised towards her face. She has a joyful expression, with her mouth open as if laughing or shouting. The background is a soft-focus outdoor scene with green foliage and trees. The overall mood is bright and positive.

## SIXTY-TWO YEARS AFTER ITS PUBLICATION, THE BELL JAR REMAINS MORE RELEVANT THAN EVER

*“Few poets, more than sixty years after their death, continue to capture the public imagination on such a scale that they are shared tens of thousands of times on social media. Sylvia Plath, however, is among the great exceptions. Under the hashtag #sylviaPlath, she has now amassed more than 150 million views on TikTok.” (10/25)*

### IN THE PAST THREE YEARS ALONE

**708M Total Video Views** *(The Bell Jar & Sylvia Plath)*

**91M Total Engagements**

Source: Tubular Labs as of 9.22.25, based on past 3 years; Mentions of: #belljar OR “the bell jar” OR #thebelljar OR "the belljar" OR "thebelljar" OR "sylvia plath" OR #sylviaPlath.  
Circana Bookscan as of 9.23.25, based on both physical and digital book sales in the U.S.



*Year-over-year growth  
in book sales*

*Translated into 42 languages*

*Available in every major market*

*Published in over 1,200 editions worldwide*

*1.18M+ Goodreads ratings*

*(~14M lifetime readers in English)*

*Top-200 in World Library Catalog*

*Assigned in thousands of high schools*

*and colleges worldwide*

*100 Best Novels / The Guardian*

*100 Amazing Novels / BBC*

i-D

April 2023

Unpacking our undying obsession with  
Sylvia Plath's Fig Tree

L I T E R A R Y  
H U B

February 2023

The Coming-of-Age Tale As Societal  
Critique: Sylvia Plath's The Bell Jar at 60

The  
Guardian

August 2025

Labubus, The Bell Jar and tampons: the  
'performative male' attracts attention

The  
Atlantic

September 2023

The Novel That Helped Me Understand  
American Culture



PastE

January 2023

The Bell Jar Is for Sad Boys Too

LA Los Angeles  
Review of Books RB

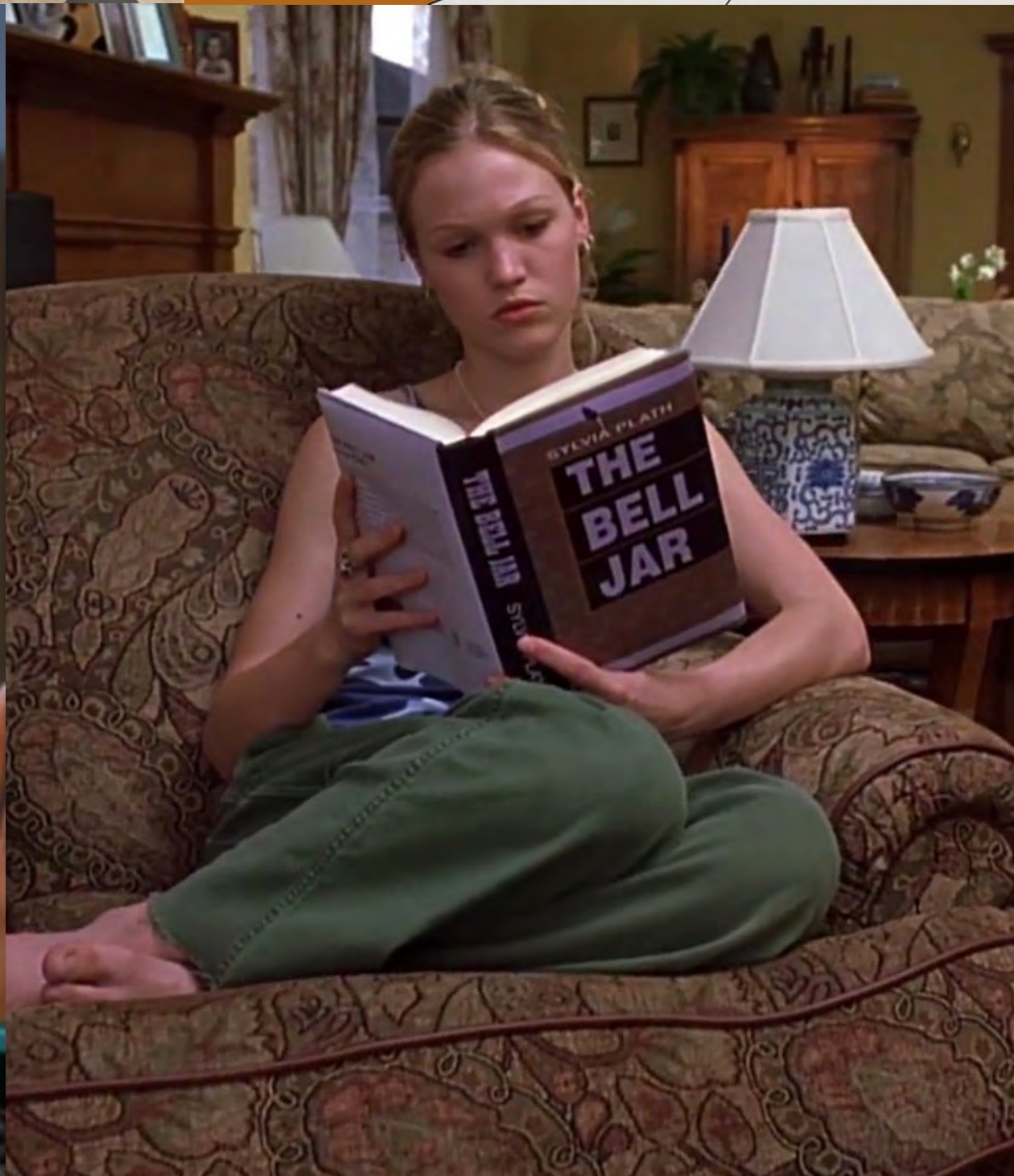
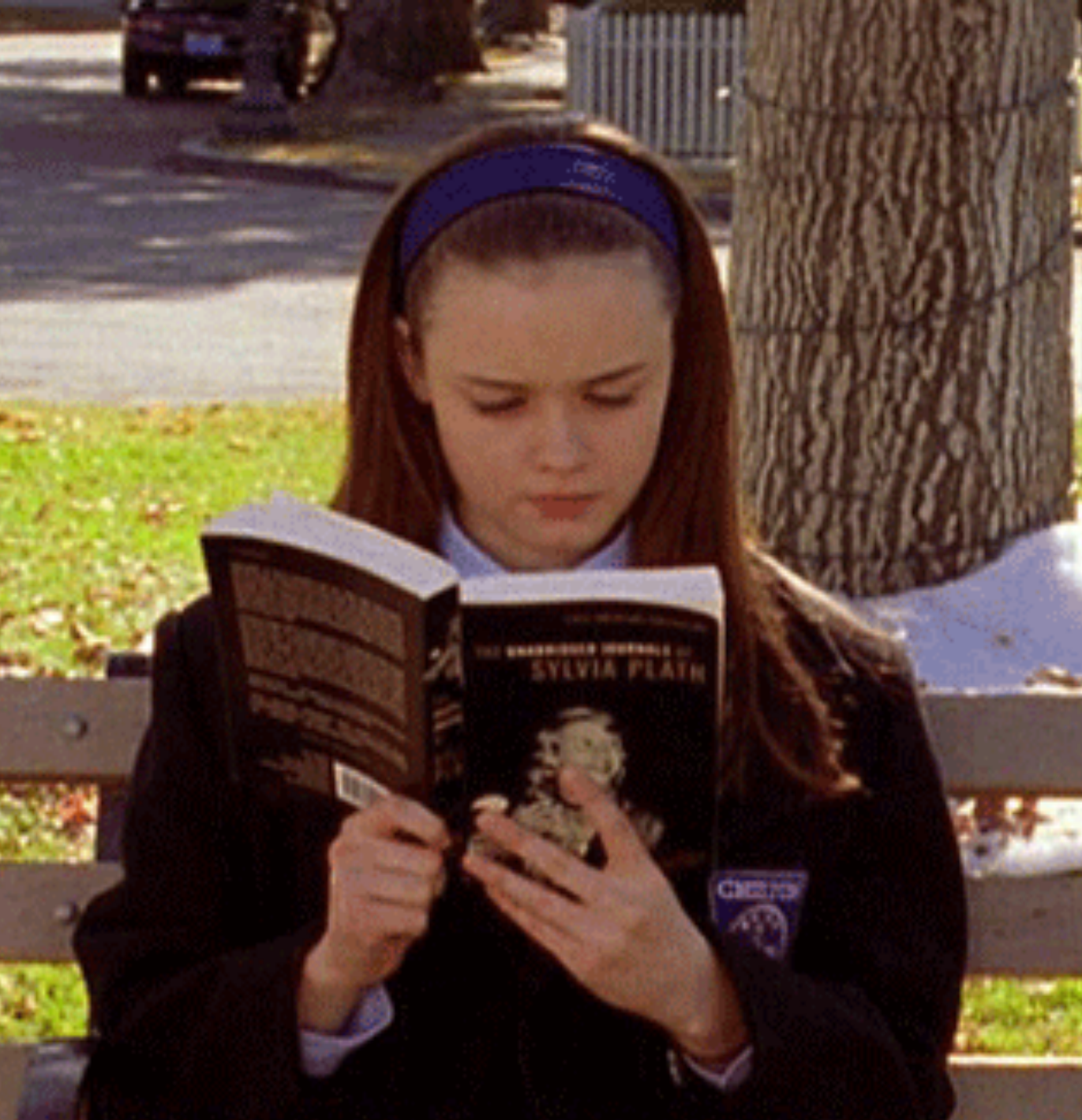
March 2023

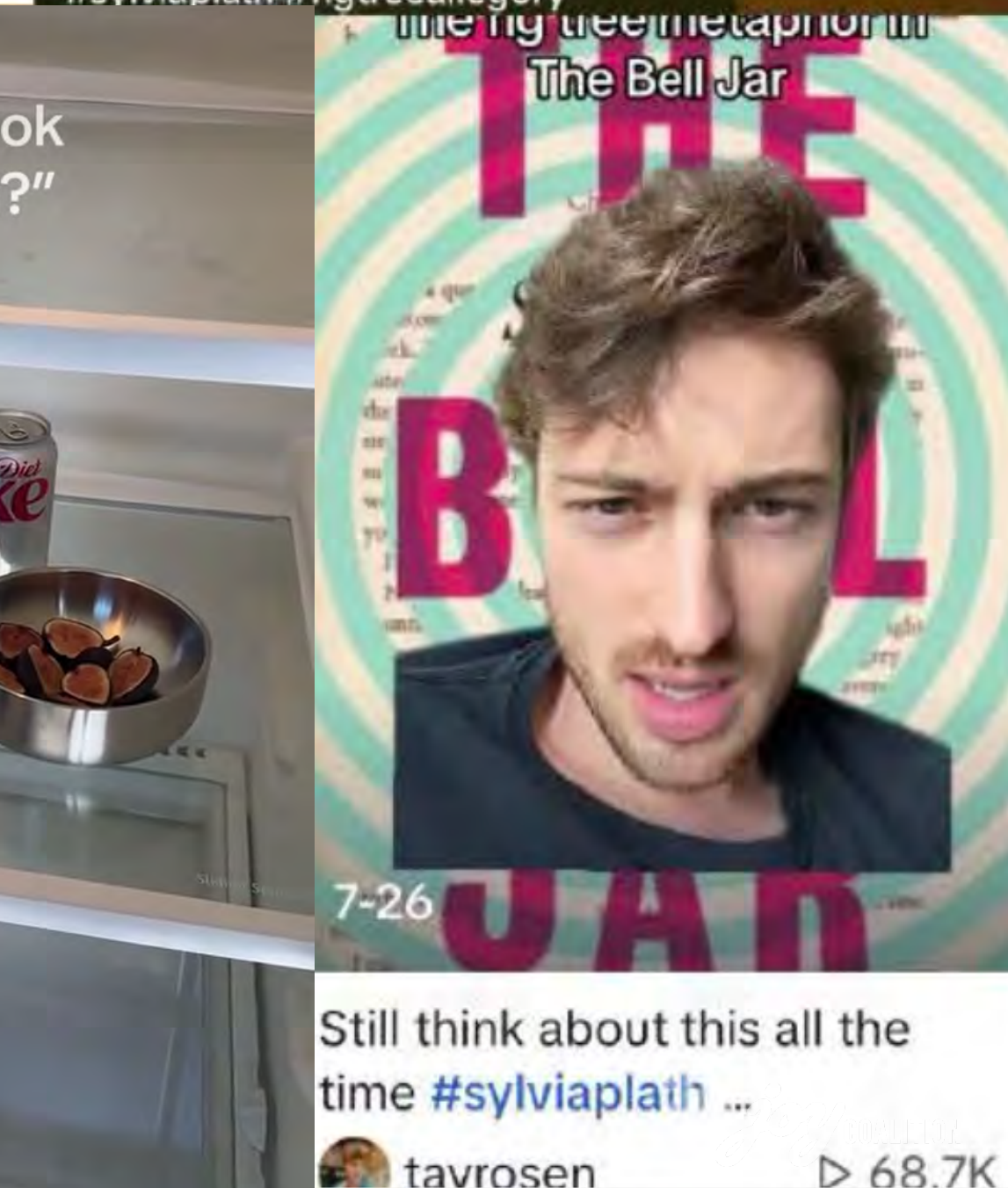
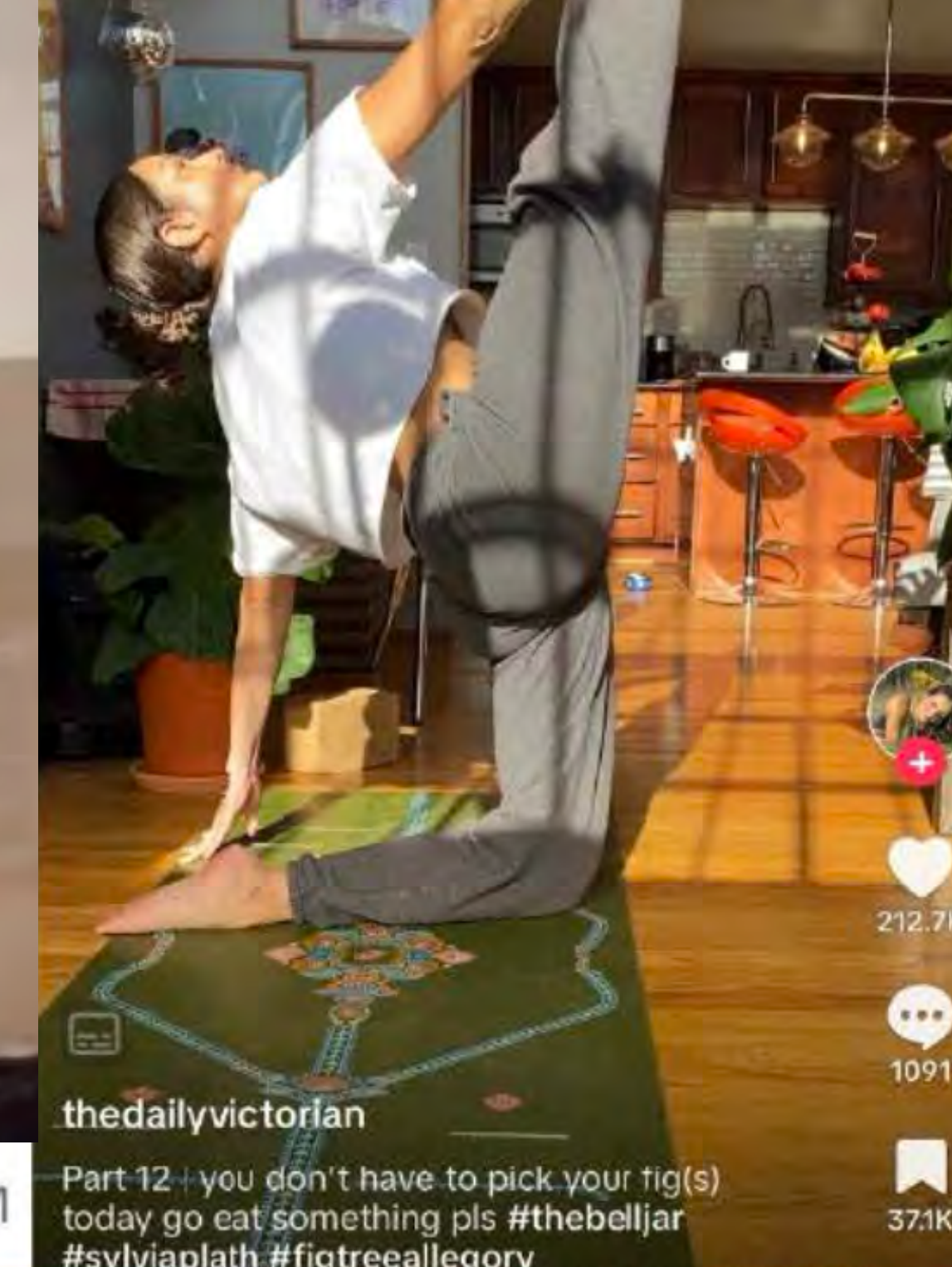
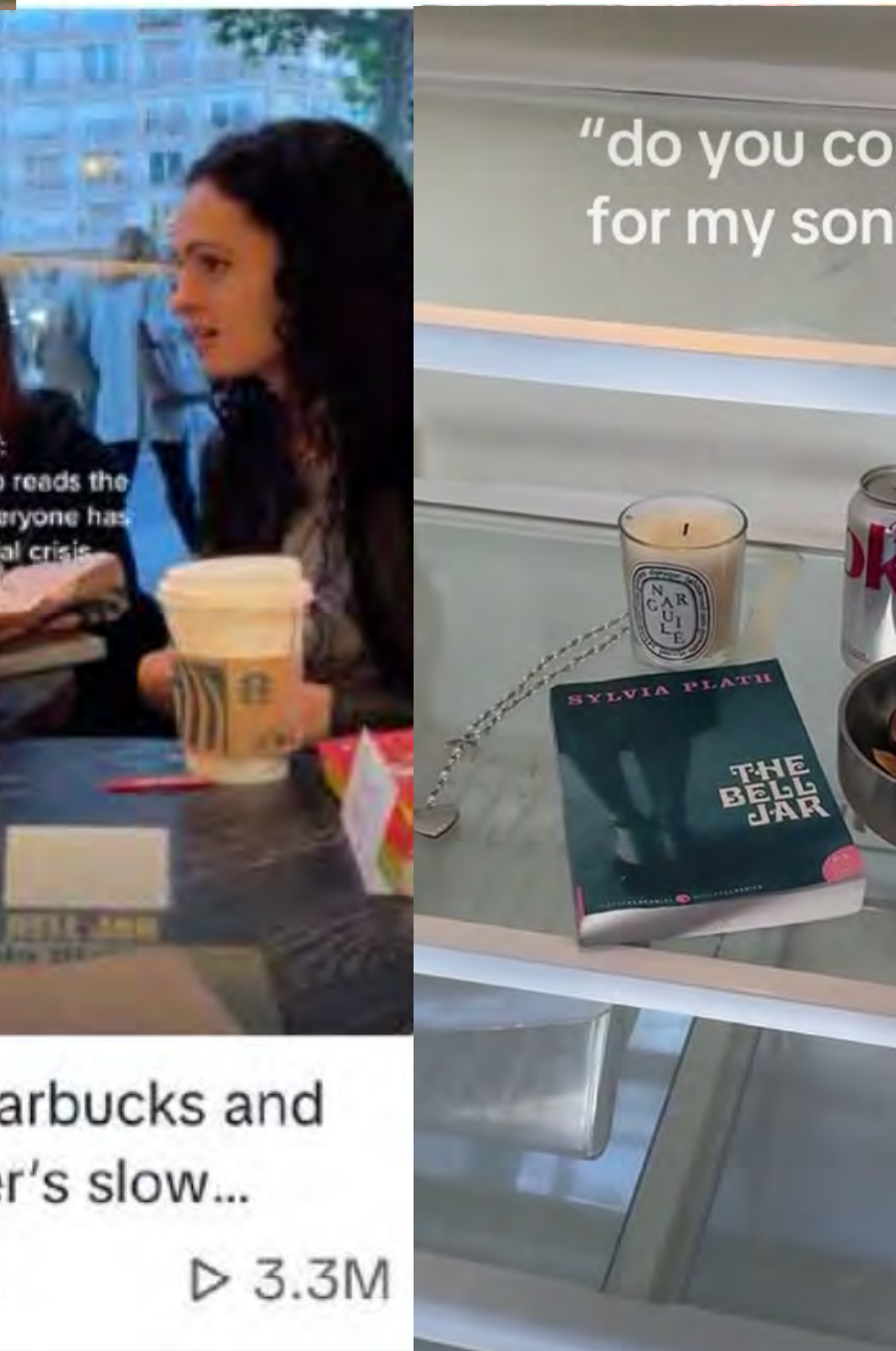
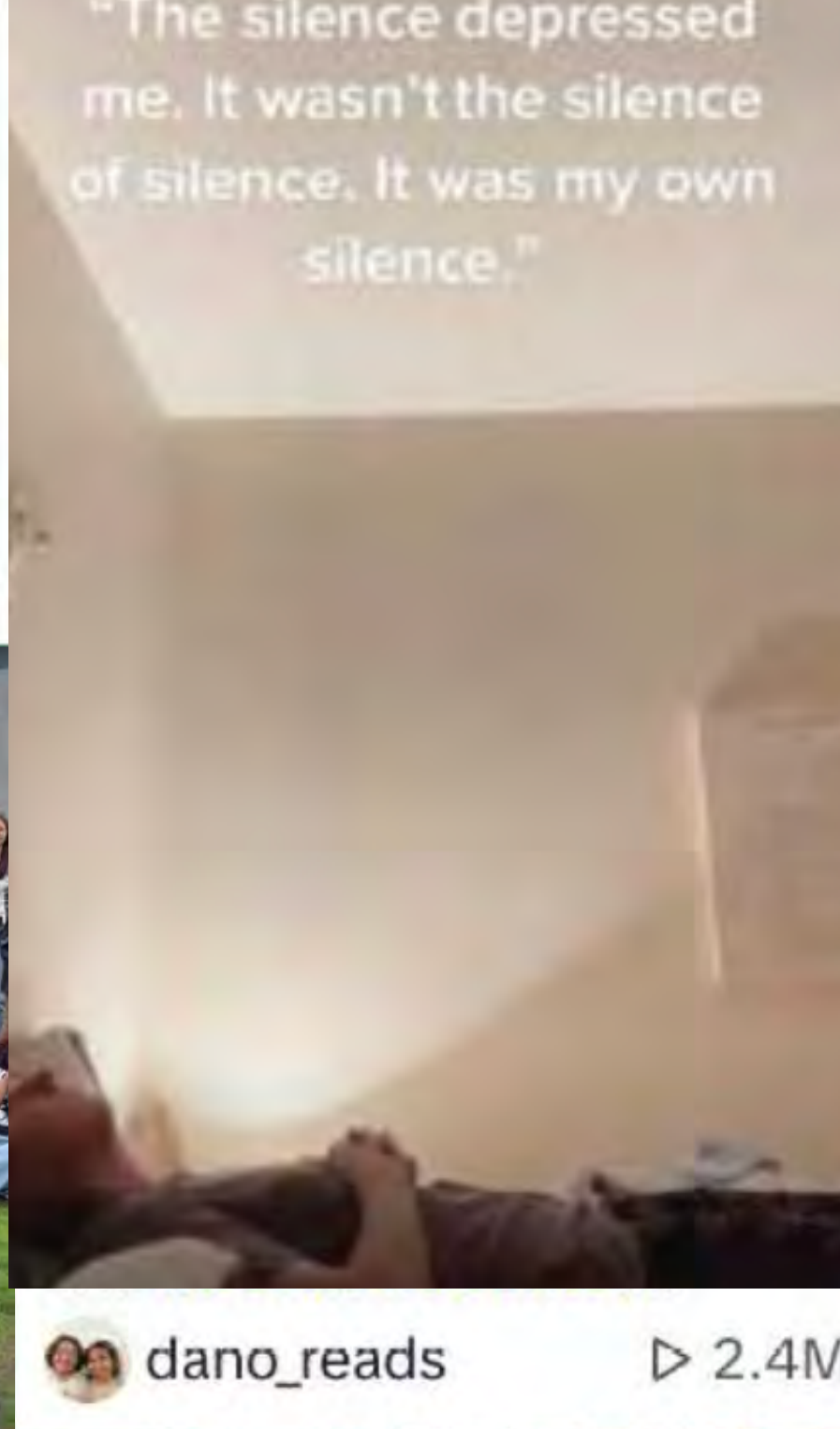
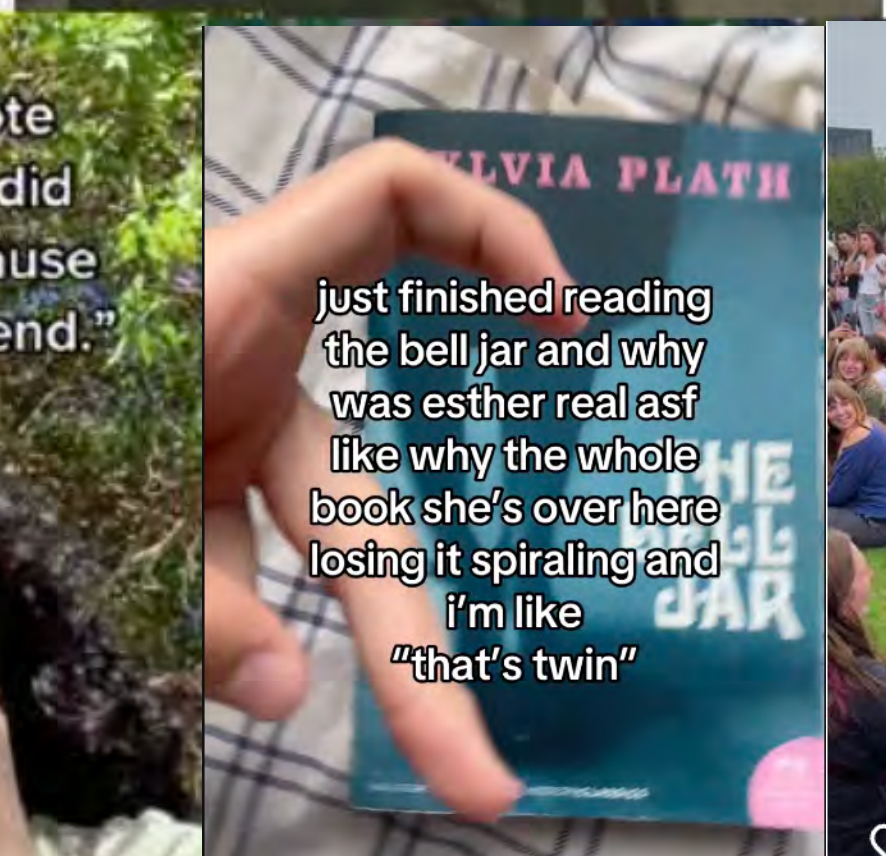
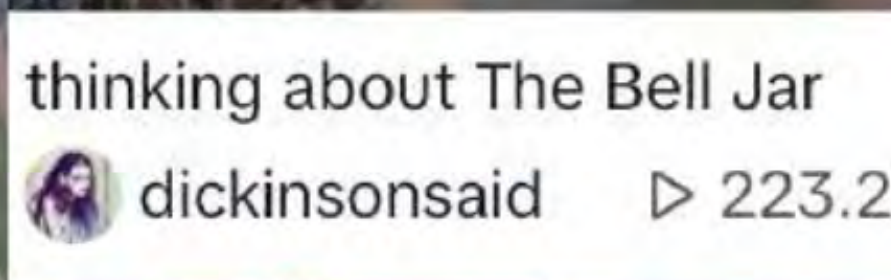
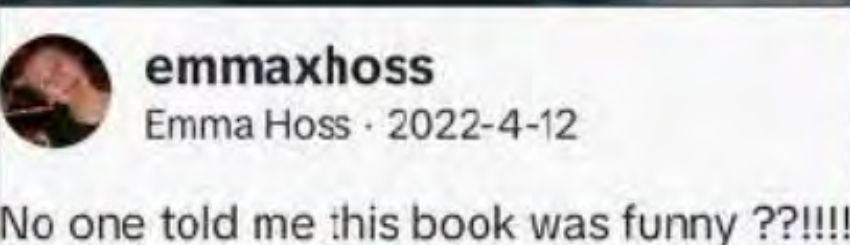
To Let an Author Die: Remembering  
Sylvia Plath, 60 Years On

THIS IS  
LOCAL LONDON

October 2022

Plath's fig tree: The Bell Jar's 60th  
anniversary





# THE BELL JAR HAS SPOKEN TO GENERATIONS—AND STILL MIRRORS WHERE YOUNG PEOPLE ARE TODAY

- Globally, one in seven 10-19-year-olds experiences a mental disorder, accounting for 15% of the global burden of disease in this age group.
- Depression, anxiety and behavioural disorders are among the leading causes of illness and disability among adolescents.
- Suicide is the third leading cause of death among those aged 15–29 years old.

#FigTree turned Plath's iconic metaphor into a viral trend. Together online, Gen Z shares their "figs" (their life choices and dreams), connecting about identity, indecision, and growing up—*finding humor and connection in their shared struggles.*

# THE SYLVIA BELL PLATH JAR

*The Atlantic*

February 2023

America's Teenage Girls are Not Okay

**63M BILLIE EILISH FANS**  
**ARE FAMILIAR WITH THE NOVEL THE BELL JAR,**  
**SUGGESTING “BUILT-IN-THE-BOX” AWARENESS OF THE IP**

*“I just want to dedicate this award to anyone who experiences hopelessness, the feeling of existential dread and feeling like, what’s the point, why am I here and why am I doing this? I think we all feel like that occasionally, but I think if somebody like me, with the amount of privilege that I have and the incredible things that I get to do and be and how I have really not wanted to be here...sorry to be dark, damn, but I’ve spent a lot of time feeling that way. I want to say to anyone that feels that way, be patient with yourself, and know that it’s worth it all. And I think it’s good to be alive.”*

**2x Oscar and 9x Grammy Winner**

**Billie Eilish**

**January 2024**



A photograph of Sarah Polley speaking at a podium. She is wearing glasses and a striped blazer, gesturing with her hands. The background is blurred, showing other people and warm lighting.

*“First of all, I just want to thank the Academy for not being mortally offended by the words "women" and "talking" put so close together like that. Cheers...The last line of our film is delivered by a young woman to a new baby, and she says: "Your story will be different from ours." It's a promise, a commitment, and an anchor.”*

**Sarah Polley**

March 2023

# THANK YOU

*joy* COALITION

PLAN B

STUDIOCANAL