

Public Relations 535: Fact Sheet

Nola Rivas

Annenberg, University of Southern California

PR 535: Persuasive Writing

Evan Pondel

December 10, 2025

FACT SHEET: *In My Skin* (2026)

A remake of the 2002 French film

Directed by Coralie Fargeat | Produced by NEON Rated LLC

Overview

In My Skin is a psychological body-horror reimagining set in modern-day New York City. Known for its dark, stylish and surreal tone, the film explores themes of bodily autonomy, perfectionism and self-destructive transformation through a feminist lens.

- Title: *In My Skin*
- Director: Coralie Fargeat
- Production Company: NEON Rated LLC
- Budget: \$19 million
- Genre: Psychological Body Horror
- Tone: Dark, Stylish, Surreal, Haunting
- Setting: Modern-day New York City

Synopsis

After a severe accident leaves her with an unexpected injury, New York marketing professional Esther (Mia Goth) becomes consumed by an obsessive desire to harm and manipulate her own body. As her self-inflicted wounds escalate, her partner Vincent (Damson Idris) grows increasingly concerned. Unable to stop, Esther spirals deeper into a dangerous, surreal relationship with pain and transformation, one that threatens her life.

Themes

- Obsession with perfection and control
- Bodily autonomy and the horror of self-possession
- Feminist surrealism
- Self-destruction as metamorphosis

- The body as both canvas and prison

Cast

Mia Goth as *Esther*

Damson Idris as *Vincent*

Hunter Schafer as *Sandrine*

Eddie Redmayne as *Daniel*

Tommy Martinez as *Henri*

Release & Distribution Strategy

Festival Circuit Debut: Cannes, Toronto (TIFF), Sundance

Goal: Generate critical acclaim, acquire festival awards momentum and build prestige positioning.

Theatrical and Streaming Phase:

Released in theaters nationwide October 23, 2026, and globally November 15, 2026.

Release on major streaming platforms following theatrical window to maximize reach among younger horror audiences.

Target Audience

- Fans of elevated horror (e.g., *Hereditary*, *Titane*, *Possessor*)
- Gen Z and Millennials ages interested in feminist, psychological, or surrealist thrillers
- Art-horror enthusiasts and boundary-pushing cinema fans
- Festival-goers and cinephiles seeking auteur-driven storytelling

Audience & Genre Insights (Suggested Data Points)

Genre Engagement:

- % of Gen Z and Millennial viewers who engage with psychological or body horror
- Gender breakdown of horror viewers, with growing interest among female audiences

- % of audiences who prioritize “elevated” or arthouse horror

Interest Motivators:

- Data on how many viewers seek films exploring trauma, body image and transformation
- Rising trend of “feminist horror” discussions across TikTok, Reddit and Letterboxd
- Google Search trend increases for:

“psychological horror”

“body horror”

“feminist horror”

“Mia Goth movies”

Comparable Film Benchmarks:

- Engagement rates for NEON and A24-style horror promotions
- Audience/critic score comparisons for horror films directed by women
- Performance of similar films like *Titane*, *X*, *Saint Maud*, etc.