

Jamie Lee Curtis Laughs Off Viral Buzz Over “Freakier Friday” Costume

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At 66, Jamie Lee Curtis proved that a little cheeky humor goes a long way—even when you’re the subject of a celebrity style frenzy. Following the *Freakier Friday* trailer screenings, a backstage photo of Curtis wearing a plunging, off-the-shoulder gray blazer in character as Tess Coleman ignited a firestorm of social media attention.

Rather than shy away, Curtis leaned into the moment with grace and wit. On Instagram, she posted the viral image and quipped: *“I LOVE the fact that the LAST photograph of me as TESS... has gotten more attention than any other since the announcement post with Lindsay Lohan that sparked the movie getting made! HAPPY TO HELP SPREAD THE JOY THAT OUR MOVIE SERVES!”* It was a perfect blend of self-awareness and movie promotion.

Online Reactions Were Wild—and Positive

The original post drew cheeky reactions from fans:

“Distracted” by her look, some admitted. One joked aloud, *“I thought it was AI for a second.”* Another pop-culture-savvy fan nod was planted: *“I didn’t know that yogurt did all that,”* referencing her famous Activia ads. Yet others reminded the internet that Jamie has always been effortlessly stunning.

A Broader Conversation on Beauty Standards

This moment also echoes Curtis’s long-standing critique of Hollywood’s beauty obsession. Earlier this year, she spoke out against plastic surgery pressures, calling it a “genocide” of self worth, especially for women. She reflected candidly on her own brief experience with a cosmetic procedure in her twenties, describing the regret that followed and her vocal stance that *everyone is beautiful as they are*. Her viral outfit and authentic response encapsulate that message—showing confidence over cosmetic formula.

A Star Who Knows Her Power

Curtis isn’t a stranger to bold fashion statements or viral moments. She once famously reacted to a friend’s daring red-carpet choice by humorously exclaiming, *“Go f— yourself!”* But while that moment was playful, her *Freakier Friday* address felt rooted in genuine self-acceptance and empowerment.

As the sequel gains momentum, her reaction reflects a savvy actor who knows how to manage public perception—honoring both loyalty to her character and her fans.

Jamie Lee Curtis proved once again why she's legendary—not just for her acting, but for how she handles attention. By embracing the viral buzz with humor and authenticity, she turned a revealing costume moment into a genuine expression of joy and confidence. Long live Tess—and long live J.Law.

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