

FROM SPOKANE TO HOLLYWOOD

How Sydney Sweeney turned a small-town dream into a global success story

BREAKTHROUGH ROLES

The performances that made her a household name

RED CARPET STYLE

A modern icon redefining glamour, confidence and effortless fashion

THE NEXT CHAPTER

New projects, bigger ambitions and a bright future ahead

SYDNEY SWEENEY

THE ACTRESS • THE PRODUCER • THE NEXT CHAPTER

EUPHORIA • THE WHITE LOTUS • ANYONE BUT YOU

THE PERFORMER

*A career built
one role at
a time*

NYWEEKLY

*Screen
presence
& ambition*



From Spokane to Hollywood

The early choices, family support and relentless preparation behind Sydney Sweeney's rise.

A small-town beginning

Sydney Bernice Sweeney was born on 12 September 1997 in Spokane, Washington, and grew up in the Idaho panhandle near the Washington border. Her childhood was far removed from Hollywood: she has described a rural lakeside home that had been part of her family's life for generations. Her mother worked as a criminal-defence lawyer, while her father worked in the hospitality industry. She has one brother, Trent.

A plan, not just a dream

Sweeney's interest in acting began after she auditioned for an extra role in an independent film being shot in the Spokane area. To persuade her parents to support the move into acting, she prepared a five-year business plan—an unusually practical step for a young performer. She began auditioning and booking commercial work in Seattle and Portland before moving to Los Angeles at 13.

School was another part of her story. She attended Saint George's School in Spokane and later Brighton Hall School in Burbank, California, where she graduated as valedictorian. She also enjoyed mathematics, joined a school robotics team and took part in sports. Those details offer a useful counterpoint to the familiar red-carpet image: her path was shaped by planning, study and varied interests as well as performance.

The first professional steps

Sweeney made a brief television appearance in *Heroes* in 2009, followed by her first film role in the horror comedy *ZMD: Zombies of Mass Destruction* (2010). Early parts in *Chase*, *90210*, *Criminal Minds*, *Grey's Anatomy* and *Pretty Little Liars* gave her experience across genres and production styles.

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The roles that changed everything

From unsettling drama to sharp satire, a run of carefully chosen performances put Sweeney on the industry map.

A pivotal year: 2018

Sweeney drew wider notice in Netflix's *Everything Sucks!*, where she played Emaline Addario, and in HBO's *Sharp Objects* as Alice. She also appeared in the second season of *The Handmaid's Tale* as Eden Spencer. These roles asked for very different tones—awkward adolescence, psychological vulnerability and rigid conformity—and helped show that she could move between them.

Cassie Howard in *Euphoria*

In 2019, Sweeney joined *Euphoria* as Cassie Howard. The series became a major cultural talking point, and Sweeney's portrayal of a young woman negotiating insecurity, relationships and the pressure of being seen attracted significant attention. She received a Primetime Emmy nomination in 2022 for Outstanding Supporting Actress in a Drama Series.

The *White Lotus* effect

Her performance as Olivia Mossbacher in the first season of *The White Lotus* added another dimension: dry, cutting humour inside a privileged holiday setting. The role brought a second 2022 Primetime Emmy nomination, this time in the limited or anthology series category. Together, *Euphoria* and *The White Lotus* made her one of the most discussed young actors of her generation.

Rather than relying on a single signature character, Sweeney built momentum by choosing parts with contrasting energies. Her screen presence could be abrasive, vulnerable, funny or quietly intense—an increasingly valuable range as she moved from television into leading film roles.

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Building a career behind the camera

Sweeney's story is also about control: developing projects, backing scripts and helping shape the work she appears in.

Fifty-Fifty Films

In 2020, Sweeney founded the production company Fifty-Fifty Films. Producing offered a way to participate earlier in the creative process, not only by interpreting a role but by helping bring a project to the screen. She has described producing as a route to creating opportunities for herself.

Reality and Immaculate

In *Reality* (2023), she played former U.S. Air Force intelligence specialist Reality Winner in a tense drama inspired by a real interrogation. The film premiered at the Berlin International Film Festival and drew critical praise for its controlled, pressure-filled approach. In 2024, Sweeney also starred in and produced *Immaculate*, a horror film she had first auditioned for years earlier. She later acquired the screenplay rights and brought frequent collaborator Michael Mohan on board to direct.

Commercial success and range

The romantic comedy *Anyone but You* (2023), co-starring Glen Powell, became a worldwide box-office hit and further expanded her audience. She served as an executive producer and contributed to the script. Her credits also include *Once Upon a Time in Hollywood*, *Madame Web*, *Americana*, *Eden* and *Echo Valley*.

Transforming for a role

In the 2025 biographical film *Christy*, Sweeney portrayed boxer Christy Martin and also produced the project. The role demanded athletic preparation and a physical transformation. Her filmography shows a deliberate mix of studio releases, independent productions, psychological drama, comedy and horror—an approach that keeps her from being defined by one genre alone.

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A star navigating the spotlight

Fashion campaigns, public debate and new production ambitions have made Sweeney a constant subject of conversation.

Fashion and brand partnerships

Sweeney has worked with fashion and beauty brands including Guess, Miu Miu, Kérastase, Armani Beauty, Laneige, Ford, Samsung and Jimmy Choo. In 2023, she became an Armani Beauty ambassador and Laneige's first global endorser. These partnerships have made fashion and advertising a prominent part of her public profile alongside acting.

When campaigns become conversation

A 2025 American Eagle campaign featuring Sweeney prompted a wide debate about its wordplay and imagery. Reactions ranged from criticism of the campaign's implications to arguments that the backlash was exaggerated. Sweeney later said that people had assigned motives and labels to her that were not true and stated that she opposed hate and divisiveness. The episode illustrates how celebrity marketing can become a debate about culture, identity and the meaning audiences attach to a campaign.

Entrepreneurial next steps

In January 2026, Sweeney launched her own lingerie brand, SYRN. In June 2026, she and producer Kaylee McGregor launched Honey Trap, a film and television production company with a first-look deal at Sony Pictures. The move strengthens the producer side of her career and creates a platform for developing multiple projects.

Projects on the horizon

The Wikipedia profile lists planned projects including The Custom of the Country, Gundam, The Housemaid's Secret, Scandalous! and Hollow. Release plans can change, so these titles should be treated as announced or attached projects rather than guaranteed release dates.

The wider picture

Sweeney's career has developed across acting, producing, fashion and entrepreneurship. Her public image is often discussed through headlines, but the longer view shows a performer building a varied résumé and seeking a larger role in the projects she helps make.