

# [***Early Barbie Reviews Are In: A Brash, Smart, Pink Fever Dream Though It Risks Seeming Like A Mattel Ad***](https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:68RM-X8T1-JBCM-F00C-00000-00&context=1516831)

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**Length:** 609 words

**Byline:** Molly Bohannon, Forbes Staff

**Highlight:** While most movie critics praised the pink dreamland Gerwig thought up, there were concerns about a film based on existing intellectual property.

**Body**

**Topline**

Reviews of Greta Gerwig s**Barbie** which follows the journey of Margot Robbie s Barbie and Ryan Gosling s Ken from Barbie Land into the real world, where they re exposed to a patriarchal and misogynistic society are in, and while most critics were awed by the visuals of the film, some found it struggling under the restriction of a giant consumer brand.

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Australian actress Margot Robbie poses for a photo during a pink carpet event to promote her new film "Barbie" in Seoul on July 2, 2023. While most movie critics praised the pink dreamland Gerwig thought up in early reviews of the film, there were concerns about a film based on existing intellectual property. (Photo by Jung Yeon-je / AFP) (Photo by JUNG YEON-JE/AFP via Getty Images)

AFP via Getty Images

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**Key Facts**

Manohla Dargis, chief film critic for the **New York Times**,wroteGerwig handled the task at hand well the Mattel brand looms large here, but Gerwig, whose directorial command is so fluent she seems born to filmmaking, is announcing that she s in control but ultimately there are many reminders that reality proves a bummer and it s difficult to forget the inherently commercial parameters in which the film is set.

**The Hollywood Reporter** s critic, Lovia Gyarkye,praisedthe humor and pink fever dream of Barbie Land, but wrote the muddied ***politics*** and flat emotional landing of Barbie are reminders of the film s capitalist nature, and summarized the movie as a tricky balancing act of corporate fealty and subversion.

**Variety s**chief film critic Peter DebrugesaidGerwig s take on the ultra-popular toy line (is) so darn smart, and mentioned the juxtaposition**Barbie**provides to Christopher Nolan s**Oppenheimer** premiering the same weekend calling it kind of perfect as Gerwig s girl-power blockbuster offers a neon-pink form of inception all its own.

The**Wall Street Journal s**film critic Kyle Smith was morecriticalof the film than many others, writing: As bubbly as the film appears, its script is like a grumpier-than-average women s studies seminar, saying the movie is bound to puzzle moviegoers who thought they were buying a ticket to Fun Barbie.

The Associated Press culture writer, Jocelyn Noveck,describedGerwig s Barbie as brash, clever, idea-packed (if ultimately TOO packed) and most of all, eye-poppingly lovely, despite sagging in its second half and having some less-than-developed character arcs.

With 159 reviews in,**Barbie**had a Rotten Tomatoes criticscoreof 89% as of Wednesday evening.

**Big Number**

$110 million. That s how much**Barbie**is projected to make in the North American box office alone during its premiere this weekend. That s more than double what director Christopher Nolan s prestige film,**Oppenheimer,**is projected to gross $50 million though the pair will likely lead to one the biggest weekends at the box office this year.

**Key Background**

**Barbie**is one of the most-anticipated movie releases of the year, in no small part due to Mattel s marketingeffortsaround the film. Fans eager to see the film can get anything from Barbie-branded Crocs to hot pink luggage from BEIS and Barbie x Moon electric toothbrushes, all part of Barbie the brand entering yet another chapter and now being recognized as an idea, Mattel President and COO Richard Dicksontold**Forbes**. The film boasts an all-star cast including Margot Robbie, Ryan Gosling and Will Ferrell and a pop soundtrack produced by Mark Ronson, which helped build the hype around the movie, which has sold the most presale tickets since last year s blockbuster**Avatar: The Way of Water**, which debuted to $134 million, according toDeadline.

**Further Reading**

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