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Trump Applauds Sydney Sweeney Amid American Eagle Ad Backlash, Denounces “Woke” Critics

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President Donald Trump voiced strong support Monday for actress Sydney Sweeney, following a wave of criticism directed at her latest ad campaign with American Eagle. The denim brand’s marketing push, which features the “Euphoria” star in a tongue-in-cheek play on the words “jeans” and “genes,” has drawn condemnation from progressive circles, but Trump hailed the campaign and praised Sweeney for her political affiliation.

"Sydney Sweeney, a registered Republican, has the HOTTEST ad out there," Trump posted on his Truth Social platform, adding, "Go get 'em Sydney." He continued, "Being WOKE is for losers, being Republican is what you want to be."

Trump's comments come in the wake of media reports revealing that Sweeney is registered as a Republican voter in Monroe County, Florida, where she reportedly purchased a property in 2024. According to public voter registration data verified by multiple outlets, a "Sydney B. Sweeney" in Summerland Key shares the same birthdate as the actress and is listed as a Republican.

When asked about the actress's political affiliation by a reporter during a Sunday press availability, Trump responded enthusiastically. "Ohhhhhh, now I love her ad. Is that right, is Sydney Sweeney? You'd be surprised at how many people are Republicans," he said. "That's what I wouldn't have known, but I'm glad you told me that. If Sydney Sweeney is a registered Republican, I think her ad is fantastic."

The American Eagle campaign, titled "Sydney Sweeney Has Great Jeans," plays on the dual meaning of "jeans" and "genes." In one clip, Sweeney says, "Genes are passed down from parents to offspring... My jeans are blue," as the camera pans up to show her face. In another social media version, the word "genes" is visibly crossed out and replaced with "jeans," alongside an image of the actress polishing a framed photo of herself.

Progressive critics have accused the ad of promoting eugenics, despite no such claims being supported by the content itself. Others have taken issue with the sexualized presentation, drawing comparisons to Brooke Shields's controversial Calvin Klein ads from the 1980s.

Sweeney has not publicly commented on the controversy, and her representatives have not responded to media requests. American Eagle, however, issued a brief statement defending the campaign. "'Sydney Sweeney Has Great Jeans' is and always was about the jeans. Her jeans. Her story," the company stated. "We'll continue to celebrate how everyone wears their AE jeans with confidence, their way."

While social media reactions remain sharply divided, Trump's endorsement may galvanize support for both the campaign and the actress from conservative voters who view the backlash as another example of cancel culture targeting prominent figures who lean right politically.