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Trump Praises Sydney Sweeney's American Eagle Ad Following Voter Affiliation Revelation

August 4, 2025

— Categories: *Breaking News*



Former President Donald Trump expressed support for actress Sydney Sweeney's recent American Eagle advertisement after learning of her Republican voter registration. His remarks came in response to ongoing debate surrounding the campaign, which drew scrutiny for its messaging and was accused by some critics of promoting racial stereotypes.

The ad, which featured Sweeney posing in denim with the tagline highlighting her "great jeans," sparked controversy due to perceived wordplay involving "genes" and its implications about beauty standards. Some media outlets, including *The Guardian* and

Associated Press News, reported on the backlash, with critics questioning the imagery and underlying intent. American Eagle, however, defended the campaign as a lighthearted and positive message celebrating individual style.

Trump weighed in during an interview clip posted to social media platform X, formerly known as Twitter, by *Fox News*. When informed that Sweeney is registered to vote as a Republican in Florida, he reacted favorably to the ad, stating, “I love her ad now,” turning a previously neutral or uncertain stance into open approval.

The intersection of celebrity branding and political identity is becoming increasingly common in the United States. While Sweeney has not publicly campaigned on behalf of any political candidate, the revelation of her registration status has generated interest, especially given the politically polarized climate. Coverage by *The Hill* and other outlets confirmed her status as a Republican-registered voter, which may influence how she is perceived in both political and entertainment circles.

Trump’s response adds a layer of complexity to the broader conversation about how voter affiliation can influence public reactions to commercial campaigns. His endorsement appears rooted not in the content of the ad itself, but in the political alignment of the individual featured—demonstrating how partisanship increasingly intersects with pop culture and media.

As for American Eagle, the retailer has not commented on the political dimensions of the ad’s reception but continues to maintain that the campaign was designed to be playful and empowering. The company’s messaging has remained consistent despite criticism, and Sweeney herself has not issued a public statement addressing the political controversy.

The situation underscores how political affiliations, even when passively revealed, can shift public opinion and media framing around brand partnerships and celebrity endorsements. In an age of heightened political awareness, such dynamics are likely to remain relevant in how brands navigate public image and consumer perception.