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Doja Cat Mocks Sydney Sweeney's American Eagle Ad as Critics and Supporters Clash Over 'Jeans' Campaign

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American Eagle's new advert featuring Sydney Sweeney has become a cultural flashpoint, sparking both outrage and applause.

The campaign hinges on the pun “Sydney Sweeney has great jeans,” which transitions visually to “great genes”—a play on the homophone. While some claim this undermines advertising standards, others argue it is a much-needed break from the trend of corporate virtue signalling.

Singer Doja Cat weighed in with a viral TikTok post that mimics Sweeney’s voice in an exaggerated southern accent, quoting the advert’s tone: “Genes are passed down from parents to offspring... my jeans are blue.” While her parody gained traction online, it has further polarised public opinion on the ad’s intent.

Critics on social media claim the campaign promotes outdated beauty ideals and veers into controversial territory by referencing “genes,” with accusations, unfounded in the advert itself, of associations with supremacist undertones.

However, others argue these reactions are an overreach and that the ad was meant to be humorous and light-hearted, not ideological. Supporters of the campaign praise it as an example of a brand stepping back from “woke” narratives and returning to traditional marketing creativity.

This is not the first time Sweeney has faced backlash. In 2022, she defended her family’s private celebration after photos circulated showing guests in red baseball caps reminiscent of political campaign apparel.

Sweeney clarified, “An innocent celebration for my mum’s milestone 60th birthday has turned into an absurd political statement, which was not the intention.”

Earlier this year, she was also criticised for promoting a novelty soap containing her bathwater—a move some called antifeminist, while others saw it as satire.

As of publication, neither American Eagle nor Sweeney have issued statements regarding

the ongoing backlash. Whether the controversy dies down or leads to a retraction remains to be seen, but one thing is clear: the advert has succeeded in drawing attention, for better or worse.