

Sydney Sweeney Has Great (American Eagle) Jeans

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And Now You Can, Too!

Iconic Denim Brand, American Eagle, Launches Fall '25 Campaign Starring Sydney Sweeney

NEW YORK--(BUSINESS WIRE)-- American Eagle Outfitters, Inc. (NYSE: AEO) is honoring its denim heritage with the launch of the American Eagle (AE) brand's Fall '25 campaign, headlined by **Sydney Sweeney** – one of the most globally recognized faces around the world. Sweeney joins forces with industry-leader AE to further elevate its position as the #1 jeans brand for Gen Z. The **campaign**, “Sydney Sweeney Has Great Jeans,” is a return to essential denim dressing and a celebration of what the beloved brand does best: making customers look and feel good in AE Jeans.

Sydney Sweeney stars in American Eagle's latest campaign. Courtesy of American Eagle

“This fall season, American Eagle is celebrating what makes our

brand iconic – trendsetting denim that leads, never follows,” said **Jennifer Foyle**, President and Executive Creative Director - AE & Aerie. “Innovative fits and endless versatility reflect how our community wears their denim: mixed, matched, layered and lived in. With Sydney Sweeney front and center, she brings the allure, and we add the flawless wardrobe for the winning combo of ease, attitude and a little mischief.”

“There is something so effortless about American Eagle – it’s the perfect balance of being put-together but still feeling like yourself,” said **Sydney Sweeney** when asked about her favorite denim. “Their commitment to creating pieces that make you feel confident and comfortable in your own skin is something that resonates with me. It’s rare to find a brand that grows with you, the way American Eagle has for generations. They have literally been there with me through every version of myself.”

Anchored in denim, AE reinforces its authority in the category with a first-time presence on the Exosphere of Sphere in Las Vegas. Building on the campaign's cheeky energy, the roll out will be supported by innovative media strategies that push boundaries and capture attention, including 3D billboards where Sydney will interact directly with passersby, a Snapchat lens where she speaks with Snapchatters and AI enabled try-on technology so customers too can have great jeans.

In partnership with the brand, Sweeney's long-time stylist **Molly Dickson** dresses her in AE denim essentials, reimagined to create the perfect blend of relatability and undeniable influence. The curated denim wardrobe feels distinctly Sydney – effortless, personal and true to how she wears AE. Sweeney's girl next door charm and main character energy – paired with her ability to not take herself too seriously – is the hallmark of this bold, playful campaign.

Fall 2025 Campaign and Collection Highlights

- A standout, limited-edition denim jacket inspired by Sydney's on-set style, reimagined from a real-time tailoring moment with Dickson. The jacket, available August 10, will retail for \$79.95.
- A true denim destination featuring over 200 fits of AE jeans including 50+ new styles, from the 70s-inspired High-Rise Flare to the Low-Rise Baggy Wide Leg styled on Sydney, and beyond.
- Over 800 total new fall styles across women's and men's categories, including versatile tops, bottoms, and layering pieces to dress customers now and into the upcoming season.
- As part of the campaign, AE will launch "The Sydney Jean," a limited-run take on their fan-favorite Dreamy Drape franchise, produced in collaboration with Sweeney. A butterfly motif on the back pocket of the jean represents domestic violence awareness, which Sydney is passionate about. In support of the cause, 100% of the purchase price from "The Sydney Jean" will be donated to **Crisis Text Line**, a nonprofit offering free, 24/7, confidential mental health support to anyone in need—just text 741741.

About American Eagle

Since 1977, American Eagle has offered an assortment of specialty apparel and accessories for everyone that enables self-expression and empowers our customers to celebrate their individuality. Through the brand platform "Live Your Life," AE encourages today's digital generation to enjoy the world around them through optimism, culture and connection with themselves and others, all while wearing the clothes that make them most confident. The brand has broadened its leadership in jeans by producing innovative fabric with options for all styles and fits for all. Visit www.ae.com to find your perfect pair of #AEJeans.

About American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer with a portfolio of beloved apparel brands including American Eagle, Aerie, OFFL/NE by Aerie, Todd Snyder and Unsubscribed. Rooted in optimism, inclusivity and authenticity, AEO's brands empower every customer to celebrate their unique personal style by offering casual, comfortable, timeless outfitting and high-quality products that are made to last.

AEO Inc. operates stores in the United States, Canada and Mexico, with merchandise available in more than 30 countries through a global network of license partners. Additionally, the company operates a robust e-commerce business across its brands. For more information, visit aio-inc.com.

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