

Sydney Sweeney and American Eagle are Back Together

2026-04-15

“Syd for Short” Positions AE Jean Shorts as the Defining Must-Have of the Summer

NEW YORK--(BUSINESS WIRE)-- American Eagle Outfitters, Inc. (NYSE: AEO) today announced the launch of the American Eagle (AE) brand’s summer campaign, **“Syd for Short: American Eagle Jean Shorts.”** There is no summer uniform more timeless than a pair of jean shorts and this season, American Eagle is redefining the iconic essential through the lens of Sydney Sweeney’s effortless style. “Syd For Short” is the intersection of cool-girl aesthetic and AE’s heritage of self-expression focused on summer’s “it” product: jean shorts.

Sydney Sweeney stars in American Eagle’s latest campaign

“From the free-spirits of the 1970s to the trendsetters of today, jean shorts have been the

highlight of summer fashion for generations and no one perfects the warm-weather style like American Eagle," said **Jennifer Foyle, President and Executive Creative Director, AE & Aerie.** “Summer is defined by a rare kind of magic, an opportunity to live confidently and in the moment. Pairing classic cutoffs with Sydney Sweeney’s signature ease makes AE denim the must have shorts this season.”

“Syd for Short” is the evolution of AE’s partnership with Sydney Sweeney. The campaign introduces "Syd," a more casual dimension of Sydney Sweeney, in AE shorts during her relaxed, everyday life, whether she's at home, running errands or enjoying the beach. Captured on the sand, against the backdrop of blue skies and open water, Sweeney is showcased at her most natural: sun-lit, playful and completely at ease. With a focus on key styles and summer favorites including the **Low-Rise Shortie** the campaign zeros in on something every summer wardrobe needs: a pair of AE jean shorts and the confidence that comes with them.

This also marks Sweeney's second consecutive campaign featuring custom denim styles created in support of Crisis Text Line, a nonprofit offering free, confidential, 24/7 mental health support to anyone in need. The **'Syd Jean'** and the **'Syd Short'** carry forward the butterfly detail, in honor of domestic violence survivors, introduced for the 2025 back-to-school season. AE will donate 100% of the purchase price to the organization, which includes the butterfly reimagined in denim on denim patchwork on the back pocket.

"There's something timeless about a great pair of jean shorts. They're simple, but they make you feel confident and put-together without trying too hard," said **Sydney Sweeney**. "Crisis Text Line, a cause so close to my heart, has been a part of this partnership from the beginning. I love knowing that when everyone wears these pieces, they are also a part of something meaningful, that directly helps people who need it."

Summer 2026 Campaign and Collection Highlights

- AE shorts destination features over 200 shorts styles and washes across womens and mens
- Summer will bring more than 850 new styles, focused on laid-back, wear-anywhere pieces from relaxed denim to versatile tops designed for everyday summer dressing
- As part of Syd's Shop, customers can shop Syd's picks, including the **Low-Rise Shortie** and the **Super Low-Rise Micro Skort**

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. 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 aео-inc.com.

PR Contact

Rebekah Margulis

SHADOW

Email: Rmargulis@weareshadow.com

Source: American Eagle Outfitters, Inc.