



Written by [R. Cort Kirkwood](#) on July 30, 2025

MSNBC: Ad Featuring Actress Sydney Sweeney Is “White Supremacist” “Nazi Propaganda”

If the far-Left’s attack on actress Sydney Sweeney’s new ad for American Eagle isn’t the most intellectually embarrassing event of the year, it must be close.

The [blonde, blue-eyed beauty](#) pitches the company’s jeans. Because the ads importune viewers to buy “good jeans” by playing on the idea of “good genes,” Sweeney is guilty of promoting “whiteness,” “white supremacy,” and, of course, “Nazi propaganda.”

Presumably we are to believe that Sweeney, who appeared in the hysterical leftist dystopian TV program [The Handmaid’s Tale](#), now advocates Aryan racial purity, with a little [Lebensraum](#) thrown in.

Madness, yes. But the Left never lets a crackpot, manufactured crisis go to waste.



New York Post/YouTube

□ Bold claim by MSNBC linking Sydney Sweeney’s ad to a “shift toward whiteness.” Pinning it on race is utterly insane, but I guess their base will buy anything the fake news media says. Trash!! pic.twitter.com/ZHK4mO6aBV

— □Fire Newz (@FireNewz) [July 29, 2025](#)

“Unbridled Cultural Shift Toward Whiteness”

“Genes are passed down from parents to offspring, often determining traits like hair color, personality, and even eye color,” she says in one ad. “My jeans are blue.”

A narrator adds: “Sydney Sweeney has great jeans.” Other ads also tout Sweeney’s “great jeans.”

The woke mob had its target.

One of the hysterics in the mob is [Hannah Holland](#), a producer at MSNBC.

Sweeney “is featured doing all sorts of Americana things in her American Eagle denim — like leaning over the hood of a white Mustang or lying on the floor holding a long-haired German shepherd puppy,” [Holland warned](#):

At the end of each video, an off-screen voice speaks over blocky letters declaring that Sweeney — blonde, blue-eyed and white — “has great jeans.” The wordplay was made even more explicit when American Eagle posted a video of Sweeney standing in front of a poster bearing her likeness with the word “genes” crossed out and replaced with “jeans.”...

The internet has been quick to condemn the advertisement as noninclusive at best and as



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overtly promoting “white supremacy” and “Nazi propaganda” at worst.

In fact, the “internet” hasn’t condemned anything, “blocky letters” regardless. Leftists like Holland have condemned the ads. That aside, Holland allowed that the “backlash,” which was “swift and fierce, ... is “fair.”

That’s because the ad “overtly” promotes “white supremacy” and “Nazi propaganda.”

“These critics point to the copy and the implication of calling a white person superior because of their genes,” Holland continued:

In the videos, Sweeney exudes a sort of vintage sexiness that caters to the male gaze. She embodies the near mythological girl-next-door beautiful but low-maintenance sexy femininity that dominated media in the 1990s and the early 2000s. Together, the campaign feels regressive and not retro, offensive and not cheeky.

Even worse, the [Once Upon a Time in Hollywood](#) actress “has been transparent” that she wants to “make as much money as possible.” Sweeney is also guilty of attending the “gauche” nuptials of Amazon tycoon Jeff Bezos in Italy. Thus did “news spread that Sweeney was reportedly launching a lingerie brand with financial backing from the Bezoses,” Holland fumed:

The internet was outraged, condemning Sweeney for aligning herself with American oligarchs like Bezos for a paycheck.

Holland apparently doesn’t care about paychecks, and toils in MSNBC’s toxic vineyard for nothing. At any rate, the threat goes way beyond the 27-year-old actress. A specter of right-wing terror looms over the land:

It isn’t just that far-right ideology is proliferating on the fringe; our entire cultural ethos has moved further right, allowing for this sort of content. Young women are being radicalized through so-called clean skin care and healthy eating, internet slang once used exclusively by women-hating incels is mainstream, and people are unabashedly self-identifying as fascist on public platforms.

An advertisement that so many are condemning as a “eugenics dog whistle” fits into this movement. Sweeney and American Eagle deserve much scrutiny over this, but so does our own crumbling and fractured American culture that made this all possible in the first place.

As Holland’s headline put it, “Sydney Sweeney’s ad shows an unbridled cultural shift toward whiteness: Advertisements are always mirrors of society, and sometimes what they reflect is ugly and startling.”

However “quick” the “internet” was “to condemn” Sweeney, it was equally “quick” to condemn Holland.

“‘Whiteness’ is ‘ugly and startling’ according to MSNBC,” Raw Egg Nationalist wrote on X:

If pushed, they’ll claim they mean “whiteness” is a “structure of inequality” or a “system that oppresses people of colour,” but of course they really do just mean “white people.”



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"You simply don't hate the legacy media enough," Courage Is A Habit wrote:

In the last 5-7 years, white heterosexual healthy looking actors have all but disappeared from all television advertising.

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— RAW EGG NATIONALIST (@Babygravy9) [July 29, 2025](#)

You simply don't hate the legacy media enough. In the last 5-7 years, white heterosexual healthy looking actors have all but disappeared from all television advertising. [@MSNBC](#) and [@HannHolland](#) says promoting white people is "ugly and startling". But who is Hannah? pic.twitter.com/4c6hIZ03II

— Courage Is A Habit (@CourageHabit) [July 29, 2025](#)

Wrote X user Dutch:

MSNBC strikes again with their absurd take, calling Sydney Sweeney's American Eagle ad a "shift toward whiteness" is peak nonsense! Instead of celebrating a fun campaign, they peddle racial division. I can't believe anyone actually watches MSNBC.

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pic.twitter.com/akRsJ3iyt5

— [REDACTED] (@pr0ud_americans) [July 29, 2025](#)

MSNBC doesn't bother hiding its racism anymore. Calling Sydney Sweeney's American Eagle jeans ad "an unbridled cultural shift toward whiteness." That's woke propaganda for MSNBC, who are leftist activist, Racist Democrat propaganda puppets. I hope I am not being unclear pic.twitter.com/PmAmJ6u8mi

— Cash Loren (@CashLorenShow) [July 29, 2025](#)

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"Pinning it on race is utterly insane, but I guess their base will buy anything the fake news media says. Trash!!"

Sweeney's Kooky Critics

As one might expect, the visages of Sweeney's critics suggest that the nation's insane asylums are short a few patients. A [New York Post video](#) compiled some of the most cringeworthy.

"You guys are complaining about that Sydney Sweeney Jeans ad, so I went and saw it," said a tattooed miss with a bull ring in her nose and stud-pierced [philtrum](#). "That's Nazi propaganda. Wow."

Another beauty who hasn't heard that only bulls think nose rings are attractive offered this opinion:

I will be the friend that's too woke because those Sydney Sweeney American Eagle ads are weird. Like fascist weird. Like Nazi propaganda weird.

"This is Nazi sh*t," said a third. "Pure Nazi sh*t."

Libertarian writer Robby Soave wasn't having it. "Sydney Sweeney is doing fascist propaganda, and if you like her, you're a fascist too ... is quite possibly the stupidest, most-likely-to-backfire liberal overreach social media pile-on in the history of the internet," he wrote on X.

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— Robby Soave (@robbysoave) [July 26, 2025](#)

For her part, Holland's *oeuvre* is typical, and includes these brilliant offerings:

"[Trump's new cologne can't cover up the stench of a president doubling as a salesman](#)," and, of course, [The stark reality of "The Handmaid's Tale" in Trump's America](#), which "articulates the duality of white women in American as both oppressor and victim."

That's something of an interesting note given that Sweeney, again, appeared in the program as victim Eden Spencer, [who was forced](#) to marry at 15, then executed for infidelity.



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