

Sydney Sweeney Stuns in HeyDude's Latest Fashion Campaign

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Sydney Sweeney is serving style and confidence in her latest fashion partnership with HeyDude.

The 28-year-old actress has officially returned as the face of the comfy footwear brand, posing for a fresh campaign that highlights HeyDude's **Austin Lift style**. Shot in a minimalist, brick-walled studio, the visuals put Sweeney's playful side — and her long legs — in the spotlight.

The Campaign Look

In one image, Sydney laughs with her knees pulled up to her chest, wearing a **suede jacket** paired with barely-there suede shorts. Another shot captures her with crossed legs on a tall stool, exuding effortless cool while showing off the sleek design of HeyDude footwear.

The campaign has been released on the brand's Instagram, instantly sparking buzz among fans and fashion watchers.

Building on Past Success

This isn't Sweeney's first collaboration with the label. She first joined forces with HeyDude in summer 2024, helping the brand connect with a younger audience shortly after it was acquired by footwear giant **Crocs**. Since then, she's appeared in several video and print campaigns that celebrate both comfort and chic styling.

After American Eagle Controversy

The campaign also marks her first major fashion appearance since her **American Eagle denim ads**, which stirred conversation earlier this year. Though the brand initially reported a 40% stock jump following the campaign's release, the risqué visuals drew criticism and debate.

With HeyDude, however, Sweeney has shifted the focus back to **playful fashion, comfort, and modern cool-girl energy** — proving once again why she remains one of Hollywood's most in-demand style icons.

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