# Trump Store’s new merch signals deeper threat to democracy



The Trump Store, the merchandise arm linked to former President Donald Trump’s company, has launched a provocative new product line featuring a $50 "Trump 2028" hat, along with matching koozies and slogan-emblazoned shirts. This brazen move plays into the narrative of Trump’s ambitions to extend his political influence well beyond the established limits of American democracy, in blatant disregard for the 22nd Amendment's two-term presidential restriction.

White House spokespeople dismiss these merchandise and Trump’s talk of a third term as mere trolling, but this cynical reduction fails to capture the real threat. Trump's symbolic branding of potential future rule is not just empty posturing; it is a serious signal of undermining democratic norms and institutions. Over his tenure, Trump has shown a disturbing willingness to exploit executive powers, hand out sweeping pardons, and push shifts in global economic policy that favor instability and nationalist rhetoric over cooperation and rule of law.

Despite polling reflecting a clear majority of Americans rejecting his continuation in office, Trump’s loyal base eagerly embraces these products, revealing a dangerous cult of personality that prioritizes loyalty over democratic principles. The Trump Store’s political merchandise is more than just campaign material—it commercialises a political ideology that seeks to rewrite the rules of governance for personal and partisan gain.

Across the Atlantic, similar intoxication with Trump-style politics has influenced Canadian elections, with contenders falling into the trap of nationalist slogans like “Canada First,” echoing Trump’s divisive “America First.” Such rhetoric fuels division rather than unity and distracts from pragmatic, evidence-based policymaking that the country desperately needs. The Liberal Party’s attempt to counter this with calls for national resilience and unity is commendable but will face uphill battles against the corrosive impact of Trump-style populism spreading beyond its borders.

This merch-driven political branding exemplifies a worrying trend where political ambition is intertwined with commercial interests at the expense of democratic integrity. It is a stark reminder for British politics and beyond of the dangers posed by leaders who seek to capitalize on public frustration and division, undermining constitutional safeguards and democratic norms for their own aggrandizement.

In the UK, with the new government in place following the July elections, such trends should serve as a wake-up call rather than a model to emulate. As the country grapples with economic and social challenges, it is crucial to resist calls that echo this dangerous style of populism. Any group aligning with these disruptive tactics risks further destabilizing the democratic fabric at a time when strong, principled leadership is most needed. The electorate must be vigilant against any branding that prioritizes spectacle over substance and demands genuine accountability from those in power.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.axios.com/2025/04/24/trump-2028-hats-sale-official-store> - This article reports on the Trump Organization's launch of the 'Trump 2028' hat, available on its official store, suggesting a potential third presidential term for Donald Trump.
* <https://www.fox26houston.com/news/trump-2028-hats-selling-presidents-online-store> - This piece discusses the sale of 'Trump 2028' hats on the official Trump Store website, highlighting the merchandise's design and price point.
* <https://www.wsaw.com/2025/04/24/trump-2028-hats-t-shirts-are-being-sold-his-official-merch-site/> - This article details the availability of 'Trump 2028' hats and T-shirts on the official Trump merchandise site, referencing the 22nd Amendment's two-term limit.
* <https://abc13.com/post/trump-store-offers-2028-hat-amid-tease-president-could-run-office/16241144/> - This report covers the introduction of 'Trump 2028' hats on the Trump Store, amid discussions about a potential third term for President Trump.
* <https://www.fox10tv.com/2025/04/24/trump-2028-hats-t-shirts-are-being-sold-his-official-merch-site/> - This article highlights the sale of 'Trump 2028' hats and T-shirts on the official Trump merchandise site, noting the slogan 'Rewrite the rules.'
* <https://www.bitgetapp.com/news/detail/12560604719958> - This news piece discusses the availability of the 'Trump 2028' hat on the official Trump Store, mentioning Trump's comments about seeking a third term.
* <https://news.google.com/rss/articles/CBMiogFBVV95cUxNR1pQX1BQMXFLTGdrVTlaMkNKdF9qejFzaXd2a2RGZEpaV2VMdmY3WWRoSzd3Yi1GRzFBRERTOTNmY01wQ2tGaDBnZ3dGWVJlbjkyTGdBWmpISnlrTTAzb25QUjNZa3BDeVNpZ0pxWWRTOTlpTVVIZ25GOW11c21sek5nOTY0YnBVQWJWem14Z2VqQVdfQ1A5U2ttaWN6YkkycFE?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data