

[Log In](#)[Join HuffPost](#)[NEWS](#)[POLITICS](#)[ENTERTAINMENT](#)[LIFE](#)[PERSONAL](#)[VOICES](#)[SHOPPING](#)[VIDEO](#)[U.S. Edition](#)[POLITICS](#) [LGBTQ](#) [LONDON](#) [TRANS](#)

Target Removes Some LGBTQ Merchandise From Stores Ahead Of June Pride Month

The retailer is making changes to its LGBTQ merchandise nationwide after an intense backlash from some customers including violent confrontations with its workers.

AP ANNE D'INNOCENZIO

May 23, 2023, 07:04 PM EDT

NEW YORK (AP) — Target is removing certain items from its stores and making other changes to its LGBTQ merchandise nationwide ahead of Pride month, after an intense backlash from some customers including violent confrontations with its workers.

"Since introducing this year's collection, we've experienced threats impacting our team members' sense of safety and well-being while at work," Target said in a statement Tuesday. "Given these volatile circumstances, we are making adjustments to our plans, including removing items that have been at the center of the most significant confrontational behavior."

Target declined to say which items it was removing but among the ones that garnered the most attention were "tuck friendly" women's swimsuits that allow trans women who have

not had gender-affirming operations to conceal their private parts. Designs by [Abprallen](#), a London-based company that designs and sells occult- and satanic-themed LGBTQ clothing and accessories, have also created backlash.

The Pride merchandise has been on sale since early May. Pride month is held in June.

Target confirmed that it has moved its Pride merchandise from the front of the stores to the back in some Southern stores after confrontations and backlash from shoppers in those areas.

Target’s Pride month collection has also been the subject of [several misleading videos](#) in recent weeks, with social media users falsely claiming the retailer is selling “tuck-friendly” bathing suits designed for kids or in kids’ sizes.

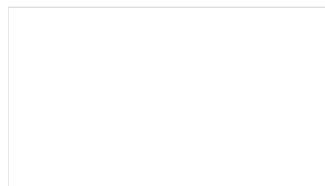
The moves come as beer brand Bud Light is still grappling with a backlash from customers angered by its attempt to [broaden its customer base](#) by partnering with transgender influencer Dylan Mulvaney. Bud Light's parent company said it will [triple its marketing](#) spending in the U.S. this summer as it tries to restore sales it lost after the brand partnered with the transgender influencer.

Target and other retailers including Walmart and H&M have been expanding their LGBTQ displays to celebrate Pride month for roughly a decade. This year transgender issues — including gender-affirming health care and participation in sports — have been a divisive topic in state legislatures and the backlash has turned hostile.

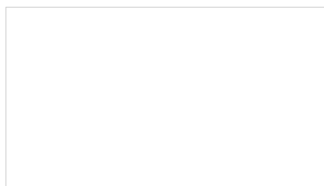
Follow Anne D’Innocenzio: <http://twitter.com/ADInnocenzio>

RELATED

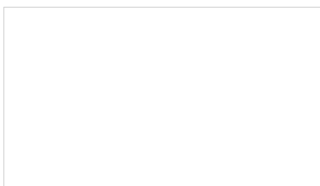
- [LGBTQ](#)
- [LONDON](#)
- [TRANS](#)
- [TARGET](#)
- [PRIDE](#)



Nation's LGBTQ Rights Group Issues Travel Advisory For Florida



‘Trans Youth Prom’ Fosters Space For Transgender Joy And Community

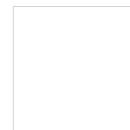


Another Florida Pride Event Canceled As Other Organizers Dig Their Heels In

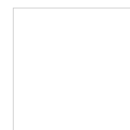
/ TRENDING /



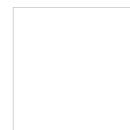
Typhoon Mawar Leaves 'Major Mess' Behind In Battered Guam



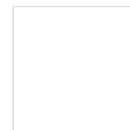
What Your Brazilian Bikini Waxer Knows About You, Just From One Appointment



10 Kids’ Gifts Actually Everyone Will Like, According To Toy Store Owners



Read This Before You Try TikTok's Latest Yeast Infection Cure



This Leading Cause Of Death For New Moms May Surprise You

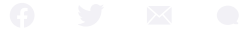
Politics

HuffPost's top politics stories, straight to your inbox.

SIGN UP

By entering your email and clicking Sign Up, you're agreeing to let us send you customized marketing messages about us and our advertising partners. You are also agreeing to our [Terms of Service](#) and [Privacy Policy](#).

[< GO TO HOMEPAGE](#)



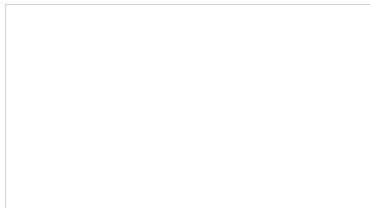
Do you have information you want to share with HuffPost? [Here's how.](#)

[Suggest a correction](#)

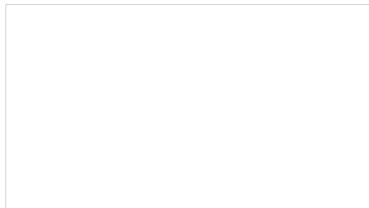
POPULAR IN THE COMMUNITY

YOU MAY LIKE

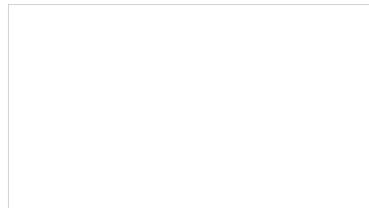
WHAT'S HOT



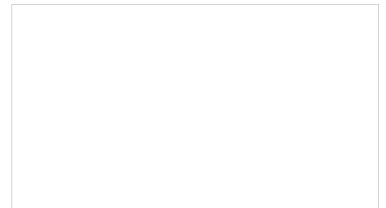
Here's What's Leaving Netflix In June



Opinion: The Demagoguery and Dysfunctional Governance of Mini-Trump Ron DeSantis

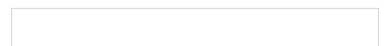
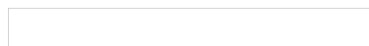


Companies Are Finding It's Not So Simple To Leave Russia. Others Are Quietly Staying Put.



The Very Best Father's Day Gifts For Every Type Of Dad

MORE IN POLITICS





Conservatives Furious As Lawmakers Close In On Debt Limit Deal



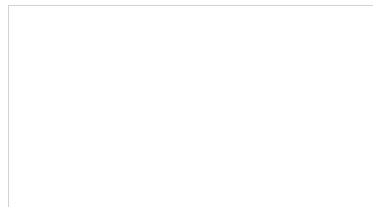
South Carolina Governor Signs New Abortion Ban Into Law



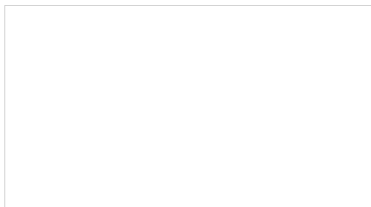
Gavin Newsom Uses Marjorie Taylor Greene's Theories Against Her In Wicked Burn



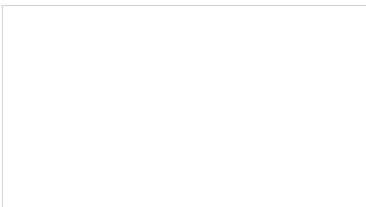
Fox News Clearly Enjoyed Ron DeSantis' Glitchy Campaign Launch On Twitter



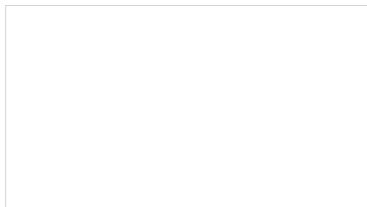
Ex-GOP Lawmaker From Florida Trashes DeSantis Over 'Absolutely Humiliating' Day



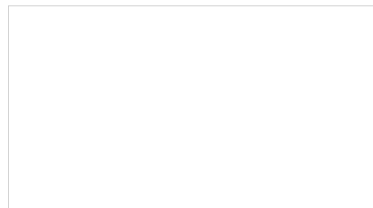
Trump Goes Scorched Earth On DeSantis With Freaky Hitler/Satan Post



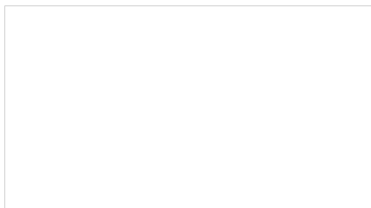
DeSantis' Campaign To Be President Of Twitter Had A Rough Start



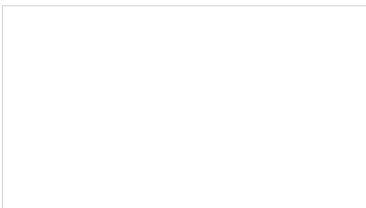
House Democrats Dunk On Marjorie Taylor Greene After Her Hilariously Ironic Request



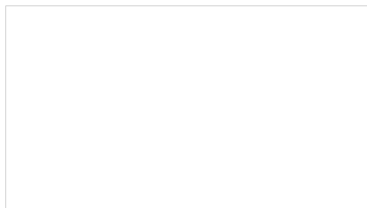
Target Slammed For Removing Pride Merch Following Conservative Outrage



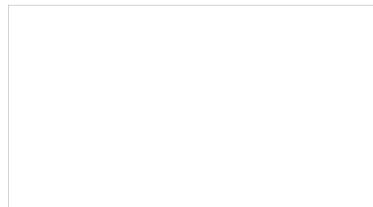
Biden Mocks DeSantis' Glitchy Presidential Announcement In Just 3 Words



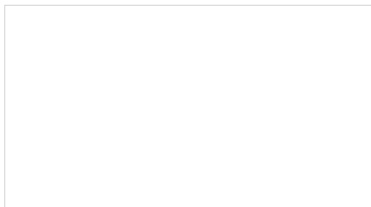
Jan. 6 Rioter Who Put Foot On Desk In Pelosi's Office Sentenced To 54 Months In Prison



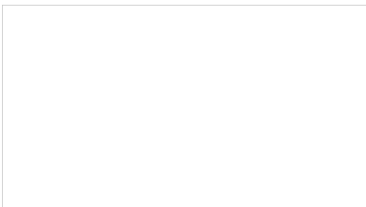
'Melting The Servers!' DeSantis Tried To Launch His Campaign On Twitter. It Did Not Go Well.



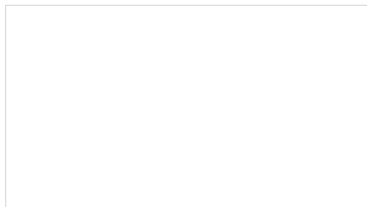
Biden Marks Anniversary Of Uvalde Massacre By Renewing Call For Stricter Gun Control



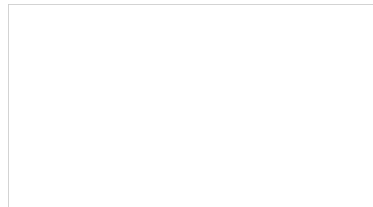
Watchdog: Park Police Used Excessive Force Against Media During 2020 Protest Crackdown



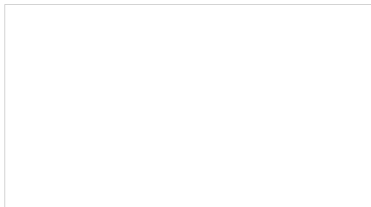
Montana Becomes First State To Ban Drag Storytime



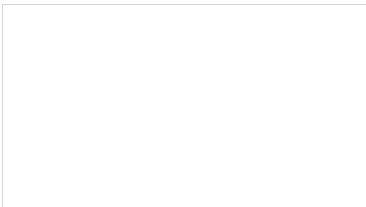
Kevin McCarthy Trolls Democrats For Not Lifting Debt Ceiling Before He Became Speaker



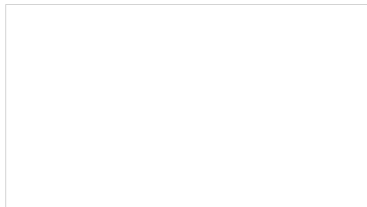
Ron DeSantis Finally Makes His 2024 Presidential Campaign Official



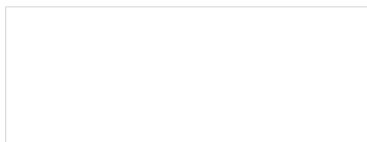
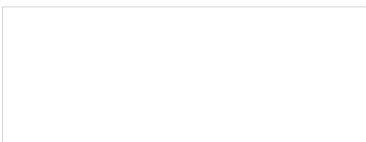
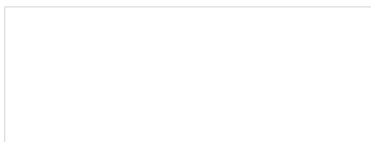
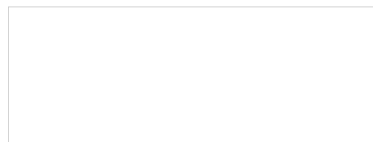
Sen. Rick Scott's Snarky Response To NAACP's Florida Travel Advisory Gets Roasted



Top Democratic Redistricting Group Gears Up For Era Of 'Perpetual' Combat



Student Who Tracked Elon Musk's Jet Has A New One — That Of Florida Gov. Ron DeSantis





Kari Lake's 'Planet Crazy' Comment Quickly Gets Turned Against Her



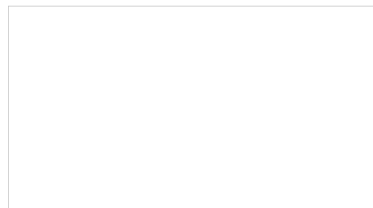
Conservative Radio Host Issues Chilling Call For What America 'Needs'



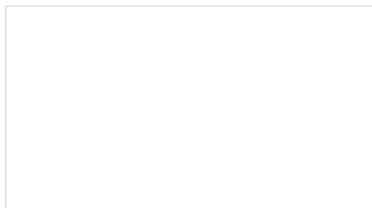
GOP Donor Says Trump Should 'Drop Out' For 2 Reasons



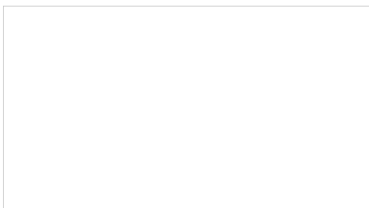
Ex-Trump Attorney Reveals 'The Sad Thing' About Possibility Of Prison Sentence



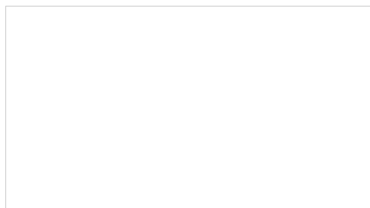
Roberts Says Supreme Court Can Do More On Ethics, But Offers No Specifics



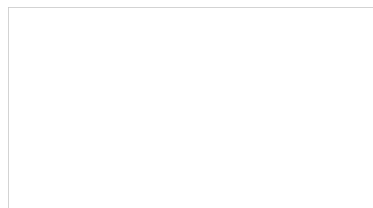
Trump's Attorneys Ask For Meeting With DOJ As Classified Documents Probe Nears End



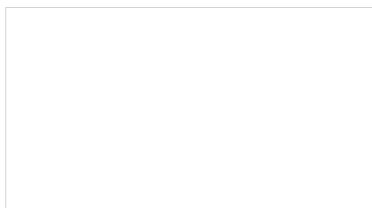
South Carolina Legislature Passes 6-Week Abortion Ban



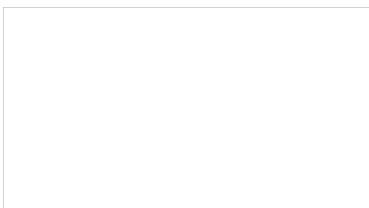
House Republicans Pretty Much Admit They Are Taking Debt Limit 'Hostage'



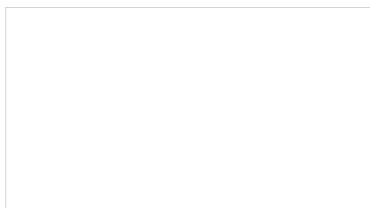
Twitter Users Mock Lauren Boebert's Bizarre Birth Control Claim



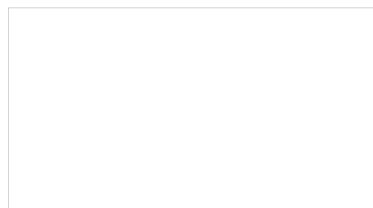
Kevin McCarthy Says Lifting Debt Ceiling Must Also Lift Lazy Guy Off Couch



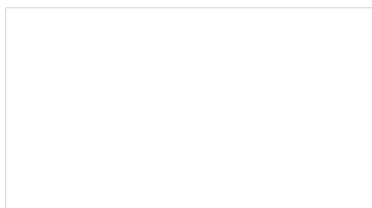
South Carolina Governor Under Fire For Comment About Hunting Democrats With Dogs



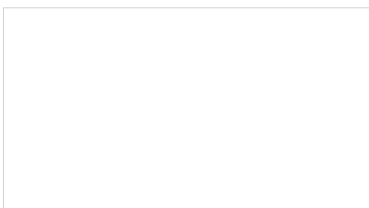
4-Year-Old Child Survives Being Dropped From High Border Wall In San Diego



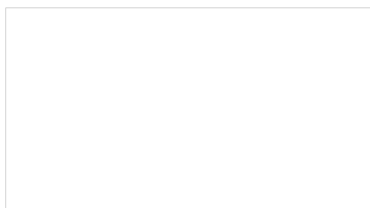
Trial For Trump's Hush Money Case Will Start In The Middle Of Presidential Primaries



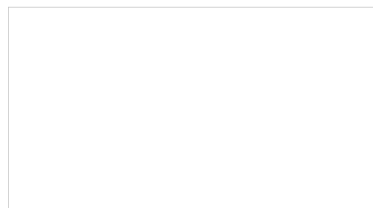
Utah Mayor Plans To Challenge Mitt Romney In GOP Primary For Utah Senate Seat



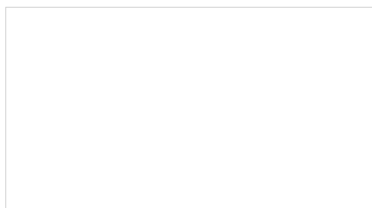
Russia Extends Detention Of WSJ Reporter Evan Gershkovich



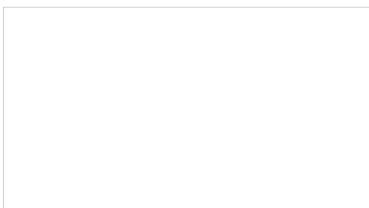
Marjorie Taylor Greene Bids \$100K On Kevin McCarthy's Used Chapstick



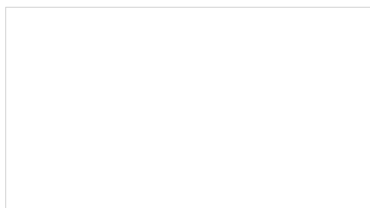
Harlan Crow Rebuffs Senate Democrats' Questions About Gifts To Clarence Thomas



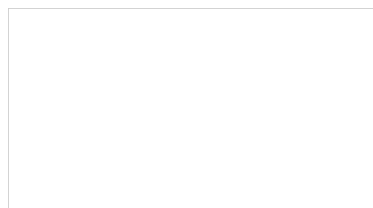
Treasury Secretary Janet Yellen Under Fire For Debt Limit Projection She Didn't Make



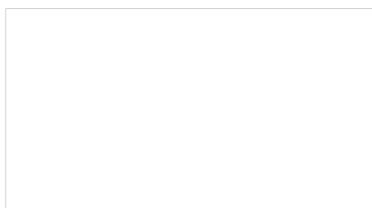
Ron DeSantis To Announce Presidential Bid On Twitter With Elon Musk



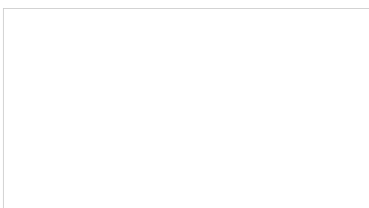
Republicans Rule Out Taxes While Complaining About Tax, Spending Imbalance



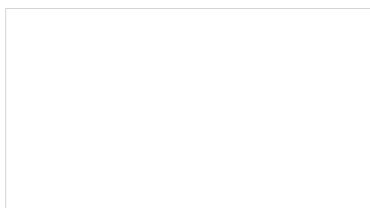
Hamburger Mary's In Orlando Sues



GOP Alarms About Government Spending Don't Include Huge Military



DeSantis May Have Missed His Chance To Make The GOP Primary



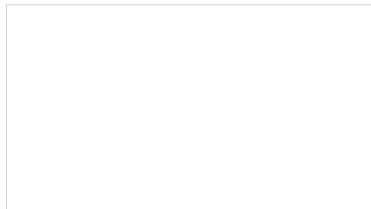
Former Ron DeSantis Appointee Offers Insight Into How The Governor

Florida Over Anti-Drag Law

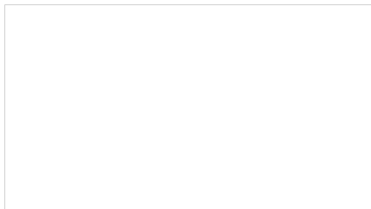
Spending Bill Includes Huge Military Budgets

Chance To Make The GOP Primary About Him And Trump

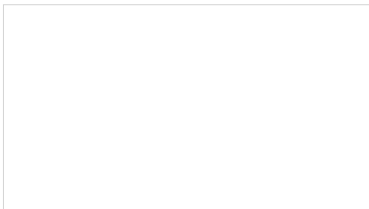
Offers Insight Into How The Governor Will Combat Trump



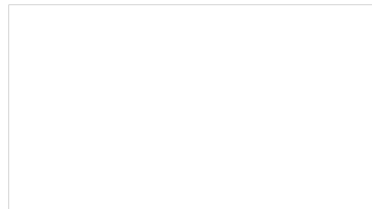
2024 Presidential Hopeful Tim Scott Says He Wouldn't Seek To Undo Election Loss



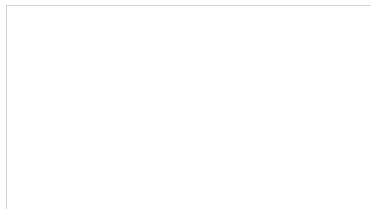
Ron DeSantis Outlines Vision To Remold Supreme Court, Takes Subtle Jab At Trump



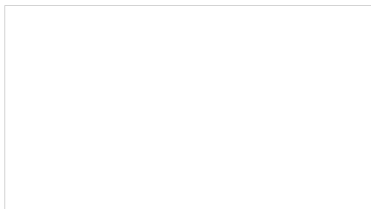
Fox News Pundit Receives Easiest Fact-Check Live On Air



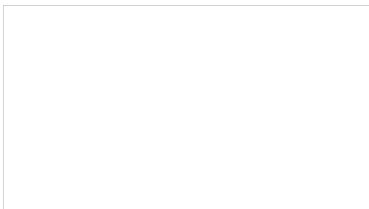
Columnist Gives 'Brittle Ego' Ron DeSantis A Brutal 2024 Reality Check



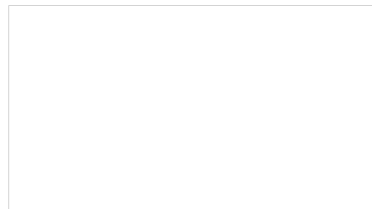
Watergate Lawyer John Dean Says Trump's 'Loose Lips' Will Cost Him Big Bucks



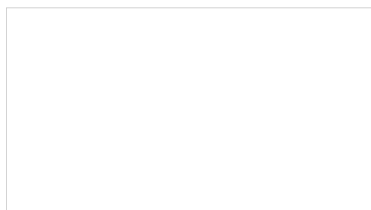
George Conway Predicts Trump Will Go To Jail: 'He Should And He Will'



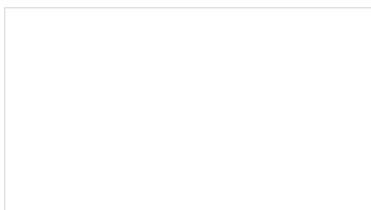
Judge To Personally Remind Trump Against Attacking Witnesses



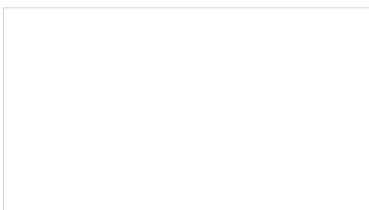
Tucker Carlson's Attorney Has A Blunt Response To 2024 Presidential Speculation



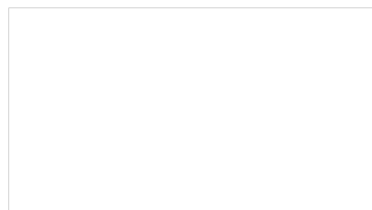
Judge Dismisses Kari Lake's Last Claim After Losing Arizona Race



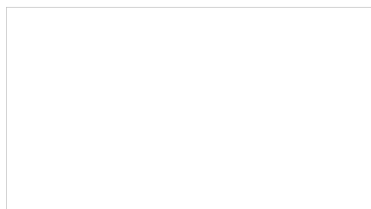
L.A. Dodgers Apologize For Disinviting Drag Charity To Its Pride Night



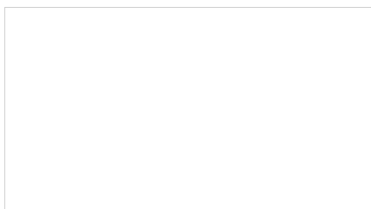
Montana Governor Signs Controversial Anti-Trans Law



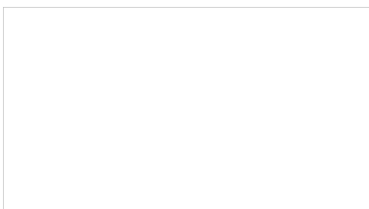
McCarthy: 'Don't Give Up' On Debt Limit Talks, But Signs Of Progress Prove Elusive



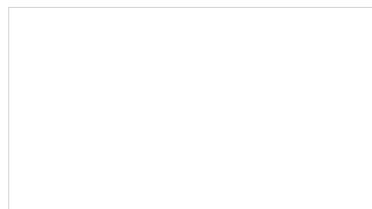
Nebraska Governor Signs Combined Anti-Trans, Anti-Abortion Bill Into Law



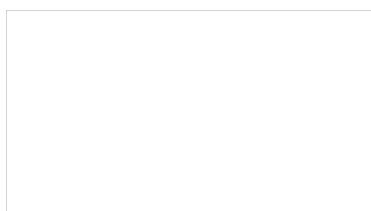
E. Jean Carroll Asks Court To Increase \$5 Million Trump Judgment After CNN Town Hall



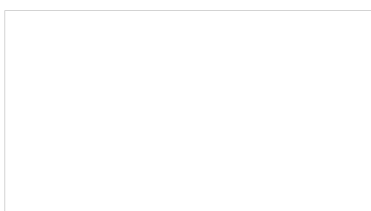
Sen. Tim Scott's Presidential Announcement Is A Real Scream



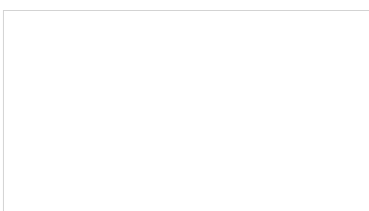
Rep. Bowman Says He's Staying 'Far Away' From Marjorie Taylor Greene



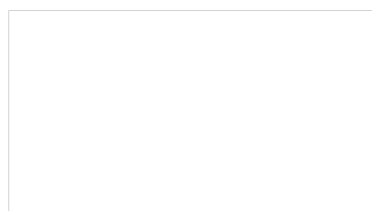
Jon Hamm Calls Josh Hawley A Coward In Ad For His Opponent



GOP Rep. James Comer Implies Biden Family Probe Is Really About Helping Trump In 2024



The Important Difference Between SNAP And Food Stamps



Democratic Sen. Tom Carper To Retire In 2024



Janet Yellen Says June 1 Remains 'Hard Deadline' For Congress To Raise Debt Limit



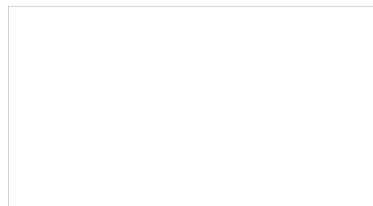
Dem Points Out The 'Farce' Of Republicans' Demands Amid Debt Ceiling Talks



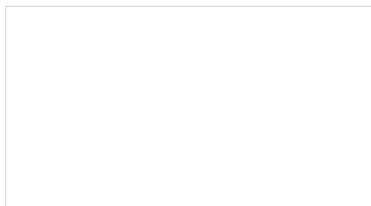
GOP Strategist Flips Chris Christie's Trump Vow Back At Him



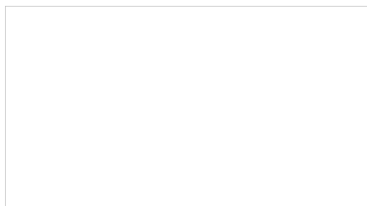
Tuberville Draws Fire For Holding Hundreds Of Military Promotions 'Hostage' Over Abortion



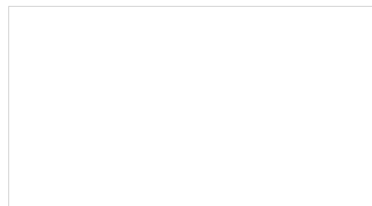
Ex-RNC Chair Ridicules Jim Jordan With Cold 'Reality' Of Weaponization Claims



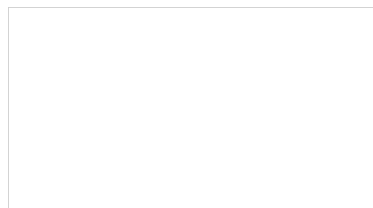
Former Florida GOP Rep. Considers Drastic Move Because Of Ron DeSantis



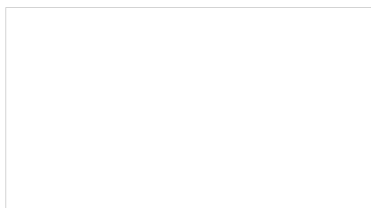
Ex-White House Lawyer Says Evidence Is Stacked Against Trump In Documents Case



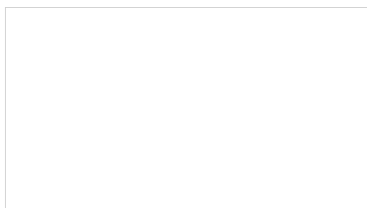
GOP Senator Thinks Trump Can't Win A General Election For President



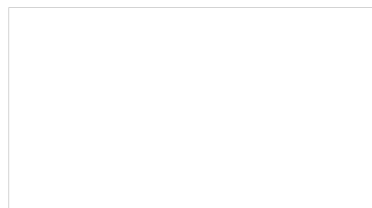
NAACP Warns Against Travel To Florida Over DeSantis' 'Openly Hostile' Politics



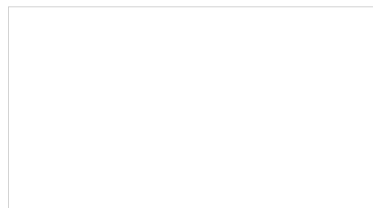
Biden, McCarthy To Meet Monday For Debt Limit Talks



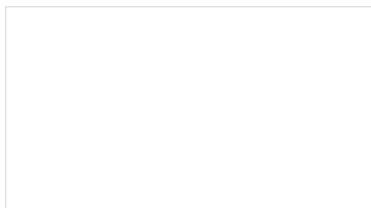
If Trump 'Finished' His Wall Like He Claims, How Are So Many Migrants Still Crossing?



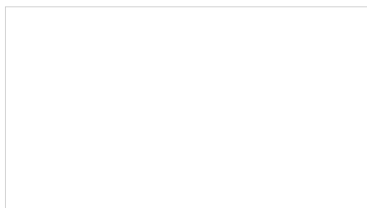
Ron DeSantis Is About To Run For President. Andrew Warren Has A Warning.



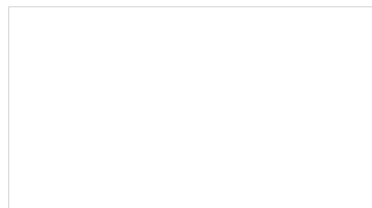
North Carolina's Dem Governor Lambastes Republicans Over 12-Week Abortion Ban



Lawyer Who Quit Trump Legal Team Cites Disagreements With Trump Adviser As Basis For Departure



Another Florida Pride Event Canceled As Other Organizers Dig Their Heels In



George Santos Names Himself Treasurer Of His Campaign

NEWS
POLITICS
ENTERTAINMENT
LIFE

VOICES
HUFFPOST PERSONAL
SHOPPING
NEWSLETTERS

ABOUT US
ADVERTISE
CONTACT US
RSS
FAQ

CAREERS
ARCHIVE
USER AGREEMENT
COMMENT POLICY
DMCA POLICY

HUFFPOST PRESS ROOM
ACCESSIBILITY STATEMENT
PRIVACY POLICY
CONSENT PREFERENCES
DO NOT SELL OR SHARE MY PERSONAL INFORMATION

Part of HuffPost Politics. ©2023 BuzzFeed, Inc. All rights reserved.

