

Target Making 'Adjustments' from Backlash Amid Conservative Boycott

Target has recently announced changes to their "pride" collection of apparel.

After conservatives across the nation called for a boycott, Target pivoted from their relationship with a "trans-satanist" designer.

Stores across the country transferred "pride" displays to the back of the store, or removed them altogether depending on the region.

Target eventually released a statement amid the furor over their products aimed at children:

"For more than a decade, Target has offered an assortment of products aimed at celebrating Pride Month. Since introducing this year's collection, we've experienced threats impacting our team members' sense of safety and wellbeing while at work. 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. Our focus now is on moving forward with our continuing commitment to the LGBTQIA+ community and standing with them as we celebrate Pride Month and throughout the year," a Target spokesperson told Fox News Digital.

Target was already under a boycott after photos of "tuck-friendly" swimwear went viral on social media. Parents were also outraged when it was found out that Target sells chest-binders to young girls, despite the damage that it causes to the body.

Then the tidal wave hit.

Reports started pouring in that the massive chain retailer had partnered with a 'trans-satanist' designer from London and was selling the items of Abprallen both online and in their stores. The proverbial dam broke when this information was made known to the public, with Target trending across all major social media platforms with major news coverage of the outrage.

Conservative commentator and personality Liz Wheeler called on Twitter for the boycott to ramp-up, saying:

"DO NOT fall for Target removing stuff from the Satanist designer from their website. Target isn't apologizing. Target doesn't think they did wrong. Target is blaming YOU, calling you extremists, as their excuse for removing the Satanist items. Do not back down."

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– Liz Wheeler (@Liz_Wheeler) May 24, 2023

Just a week prior to the backlash, Target CEO Brian Cornell praised the companies "woke" stance of selling pro-drag queen clothing for kids in a recent episode of Fortune's "Leadership Next" podcast:

"I think those are just good business decisions, and it's the right thing for society, and it's the great thing for our

brand,” Cornell said. “The things we’ve done from a DE&I [diversity, equity and inclusion] standpoint, it’s adding value. It’s helping us drive sales, it’s building greater engagement with both our teams and our guests, and those are just the right things for our business today.”

Now, Christians across the country are encouraging others to stop shopping at Target due to their willingness to join forces, as short-lived as it was, with a pro-Satan designer.

In five days of protests, Target stock is down 11%, from near on Thursday, May 18, to on Wednesday, May 24. When people protest with their wallets, companies listen.

The current boycott shows no signs of slowing down, either, as Target is trending with over 716k tweets alone. Americans are no longer tolerating the intentional targeting of their children and associating with satanic entities. They are making their voices heard and using their wallets to make just as loud a statement.

There is power in a moral, unified movement among citizens, when they stand up to immoral corporations and say “Enough!”

Now, one of the questions that remains is, will this boycott have lasting effect on companies in America to stop forcing gender ideology onto their consumers?

Only time will tell, but hopefully many more eyes are opened to the war being waged against the nuclear family. {eo}

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