

Target Partners with 'Trans-Satanist' for New Pride Collection

Family advocate Scarlett Johnson sounded the trumpet on Target in their ongoing crusade to purportedly promote diversity, equity and inclusion.

As June approaches, corporations have already begun gearing up for their Pride 2023 campaigns, and Target is facing severe backlash for their most recent collaboration.

Target and London-based designer Abprallen have teamed up for a new Pride collection to celebrate the LGBTQ lifestyle.

The founder of Abprallen, a gay-trans man named Erik, posts and sells much more graphic and satanic products than what Target is currently listing on its website.

So @target hired an artist/activist in the trans-satanist learned that was a thing☹☹

– Scarlett Johnson (@scarlett4kids) May 21, 2023

Pins with crystals and goat heads with the words “Satan Respects Pronouns” fills Abprallen’s social media account, and with its pastel colors and messages in support of transgender youth, appears to be targeted at the younger audience.

Tragically, when reading one of Erik’s posts highlighting the acceptance of Satan, it appears as though this designer’s anger toward Christians comes from a place of hurt and rejection.

One post even goes in-depth about what Satan means to the designer:

“Satan loves you and respects who you are; you’re important and valuable in this world and you deserve to treat yourself with love and respect. LGBT+ people are so often referred to as being a product of Satan or going against God’s will, so fine. We’ll hang with Satan instead.

“Satanists don’t actually believe in Satan, he is merely used as a symbol of passion, pride and liberty. He means to you what you need him to mean. So for me, Satan is hope, compassion, equality and love.

“So, naturally, Satan respects pronouns. He loves all LGBT+ people. I went with a variation of Baphomet for this design, a deity who themselves is a mixture of genders, beings, ideas and existences. They reject binary stereotypes and expectations.”