

Target Pulls Children's Halloween Costume After Blackface Backlash

Target is once again finding itself in the middle of a cultural firestorm. This time, the backlash is over a children's Halloween costume critics say should never have made it onto store shelves.

The retail giant has pulled its "Kids' Glows Under Blacklight Circus Clown Halloween Costume" after social media users accused the design of evoking blackface and racist minstrel imagery.

According to Fox Business, the \$25 costume was part of Target's seasonal Hyde and EEK Boutique collection and featured an orange-and-black clown outfit with a dark face covering and an exaggerated smile. Critics quickly took issue with the imagery, questioning how the costume ever made it through Target's approval process.

Target apparently agrees.

"As a company, we know we got this wrong, and we are deeply sorry," Target spokesperson Brian Harper-Tibaldo told Fox Business. "The costume is offensive and should never have been part of our assortment."

Target removed the costume from its stores and website.



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The backlash spread rapidly across social media, with users scrutinizing not only the costume itself but also the

corporate process that allowed it to reach consumers.

The timing only adds another layer to Target's growing list of cultural controversies.

The retailer faced massive backlash in 2023 over its Pride Collection, particularly merchandise marketed during pride month, including their LGBTQ swimsuits and apparel, along with their pride edition nutcrackers for Christmas.

Now, Target is dealing with yet another merchandise controversy.

Culture is constantly communicating something to the next generation. Sometimes those messages come through movies, music and social media. Other times, they are hanging right there on a store rack. Only time will tell how this impacts the corporate giant.

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