# US Retailers Take Subdued Approach to Pride Month Amid Cultural Divisions



### Retailers Adopt Subdued Approach to Pride Month Celebrations

In June 2024, U.S. retailers are marking Pride Month with a scaled-back approach compared to previous years. This shift occurs as the nation grapples with intense cultural divisions and legislative debates on LGBTQ+ rights, particularly those affecting transgender youth.

Several prominent brands, including Target and Nike, have reduced or eliminated their Pride-themed merchandise in response to backlash. Target, which has been offering Pride collections since 2015, saw heightened opposition last year, resulting in the removal of some items and repositioning of displays. Nike, traditionally active in Pride merchandising, opted out this year, choosing to focus on ongoing support for the LGBTQ+ community instead.

Rob Smith, CEO of The Phluid Project, reported a 25% decline in retail clients for his gender-neutral clothing brand compared to last June. Despite the setbacks, Smith and other advocates see potential benefits, suggesting that reduced visibility in merchandising may signal a shift towards more sustained allyship from corporations.

Many retailers such as Macy’s and Walmart are still using Pride Month to highlight LGBTQ+-owned brands but are doing so more quietly. Influencers and brands working with LGBTQ+ communities, like fashion blogger Alysse Dalessandro and the advocacy group GLSEN, have also noticed a decline in corporate partnerships and revenue from Pride campaigns.

This year's subdued retail presence contrasts with previous vibrant displays and marketing efforts, leading some to question whether this marks a move towards integrating LGBTQ+ support into year-round initiatives rather than concentrating solely on Pride Month.