

REVIEWED

55 brands that are giving back for Pride Month 2021

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Published 2:29 p.m. ET May 27, 2021 | Updated 8:01 p.m. ET June 10, 2021

Last year, COVID-19 put a big damper on Pride Month festivities, but this season, there's cause to celebrate in more ways than one and many major retailers are getting in on the action.

While it's customary for Pride-themed merchandise to spike during the month of June—a practice known as rainbow capitalism, and that's often criticized and compared to pinkwashing—there's still tremendous value that can come from rocking rainbows during this time of year, as it helps increase visibility and may lend support and encouragement to others within the LGBTQ community who are still exploring their identities.

Popular brands like Apple, Fossil, Reebok and others often dedicate huge resources during Pride Month to LGBTQ nonprofit organizations (among them, The Trevor Project, GLSEN and additional groups), which means you could be helping others gain access to valuable resources, too.

Here are 55 places (including small and large businesses) to consider shopping for Pride 2021, and which may help you uncover new ways to celebrate love, diversity and inclusivity during this joyful season.

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1. A Tribe Called Queer

This QBIPOC shop is based out of Los Angeles and offers affordable apparel and accessories year-round that celebrate the LGBTQ community. Not only that, but it hosts a variety of classes, workshops, and events aimed at promoting inclusivity and celebrating the artistic

projects of community members, and accepts direct donations, which go to benefit these works.

Shop at A Tribe Called Queer

2. Adidas

Adidas has a long history of celebrating Pride by dropping a new shoe collection, and this year is no exception. The retailer just released Love Unites, which features an assortment of Pride-themed footwear, plus apparel and accessories. Although not tied to purchase sales from the collection, Adidas is actively supporting Athlete Ally, an organization that advocates for LGBTQ inclusion in sports.

Shop the Adidas Pride Collection

3. Apple

In support of the LGBTQ community, Apple has released two new Apple Watch Pride bands this year, as well as a new Pride watch face for users. The brand also supports a number of LGBTQ advocacy organizations, including Encircle (which offers safe spaces for LGBTQ youth, young adults and families), the National Center for Transgender Equality (which is committed to social justice advocacy for transgender humans) and others.

Shop the Apple Pride Band Collection

4. Banana Republic

Banana Republic's Pride 2021 features 17 limited-edition pieces, including sweatshirts, shorts, socks and more. The brand has an ongoing partnership with The United Nations Foundation in support of the UN Free and Equal Campaign (UNFE) for LGBTQ equality, and has made a \$60,000 donation for 2021. Over the past four years, Banana Republic has donated \$240,000 to UNFE.

Shop the Banana Republic Pride Collection

5. Bath & Body Works

This year, Bath & Body Works is donating \$1 million to support the Human Rights Campaign Foundation, which is doing work to help the LGBTQ community through a variety of

initiatives, aimed at improve transgender rights, promoting workplace equality, and helping children and families. You can shop the brand's Love Always Wins collection for an assortment of rainbow-centric candles, soaps, mists, and more.

Shop the Bath & Body Works Love Always Wins Collection

6. Bliss

In 2020, makeup and skincare brand Bliss began a partnership with The Trevor Project, the world's largest LGBTQ suicide prevention and crisis intervention organization for at-risk youth. In addition to pledging \$150,000, the brand is donating 100% of net proceeds (up to \$40,000) from the limited-edition Pride Makeup Melt wipes (as well as the classic version) in support of The Trevor Project's work.

Get the Makeup Melt Wipes at Bliss for \$7

7. Bombas

Bombas socks are great if you're searching for soft, slightly compressive options. Right now, you can shop an assortment of Pride flag-inspired socks, underwear and more at this retailer. Additionally, for every pair you purchase, Bombas will donate a pair to those in need through Casa Ruby, a Washington DC-based multicultural and bilingual organization offering social services and LGBTQ safe spaces, as well as the Transgender Resource Center of New Mexico and Mozaic, which offers community health resources to transgender, gender non-conforming, and non-binary BIPOC humans between the ages of 13 to 29.

Shop the Bombas Pride Collection

8. Bobo's

This Colorado-based snack brand is offering a special Pride-themed bar this year, and using it as an opportunity to showcase work from LGBTQ artists Ludi Leiva, Shanee Benjamin and Cheyne Gallarde. All proceeds from the bar go to benefit Parents, Families, and Friends of Lesbians and Gays (PFLAG), an organization dedicated to LGBTQ people, allies, and families alike, and The Center on Colfax, which supports the LGBTQ community within Colorado.

Get the Bobo's 'Pride' Lemon Poppyseed Oat Bar at Bobo's for \$14.94

9. The Body Shop

This year for Pride Month 2021, The Body Shop is urging shoppers to show support for The Equality Act, which advocates for the protection, well-being and safety of the transgender community. For every signature given to the Equality Federation, a social-justice advocacy organization serving and supporting state-based LGBTQ advocacy organizations, the retailer will donate \$1 to the organization.

Visit The Body Shop Pride Hub

10. Boy Smells

Matthew Herman and his partner David Kien co-founded Boy Smells in 2016, with an emphasis on creating candles and intimate apparel across the gender spectrum. The company has a history of celebrating Pride with a fragrant collection, and this year is no exception. For the second year in a row, Boy Smells is supporting The Trevor Project and donating 10% of all sales from the website through the month of July to the organization, with a minimum donation of \$100,000.

Shop the Boy Smells Radiating Pride Collection

11. Choose Love

Interested in supporting the LGBTQ community around the world? Choose Love is an international store and nonprofit that offers apparel, emergency-preparedness gear and more, and proceeds from their LGBTQ gift go to benefit shelters, legal support and community aid groups for community members in need.

Shop at Choose Love

12. Converse

This year's Pride collection at Converse draws inspiration from five LGBTQ members of the brand's All-Stars global community, who worked with artists to create the colorful footwear on display from it. Since 2015, the brand has donated more than \$1.3 million in support of local and international LGBTQ organizations, and this year, is giving a portion of the proceeds from the Pride collection to the It Gets Better Project, which creates programs to help empower LGBTQ youth.

Shop the Converse Pride Collection

13. Disney

Love Disney *and* showing your support for the LGBTQ community? The Rainbow Disney collection offers an assortment of vibrant face masks, T-shirts, stuffed animals, and more that could be great for the whole family. The brand has also pledged to support a variety of domestic and international LGBTQ organizations, including ARELAS, a Spanish association offering resources to trans youth, as well as Nijiuro Diversity, a nonprofit organization in Japan focused on reducing LGBTQ discrimination in the workplace, and others.

Shop the Disney Pride Collection

14. Dr. Martens

Dr. Martens' 1461 boots are embroidered this year with a rainbow flag on the heel, rainbow laces, and heel loops, all of which can help you rock out this year for Pride in style. You can also shop rainbow socks and laces from the brand. As in previous years, Dr. Martens is working with The Trevor Project, and is donating \$100,000 to the organization. Additionally, the brand will carry on a year-round partnership, to help provide resources to the community.

Shop the Dr. Martens x Pride Collection

15. EyeBuyDirect x Lele Pons

As one of the best places to buy eyewear online. EyeBuyDirect offers a range of options. For Pride 2021, the brand has partnered with singer and LGBTQ ally Lele Pons to create new rainbow-colored frames and is donating all proceeds (up to \$50,000) to The Trevor Project. The collection is also part of the brand's Buy 1, Give 1 program, which allows shoppers to donate a pair of glasses with every purchase to someone in need around the world.

Shop Eyewear Pride at EyeBuyDirect

16. Fossil

This famous watch brand has just launched a limited-edition Pride collection, featuring the popular Minimalist 40mm watch and an assortment of limited-edition indexes inspired by

the rainbow flag, as well as 10 strap options, so folks can rock their pride their own way. Additionally, 100% of the proceeds go to benefit the Trevor Fund.

Shop the Fossil Pride Collection

17. Gap

Featuring designs from artists Star Casimir, Rachel Lindset, and Abayomi “AC” Carey (all members of Gap Inc.’s LGBTQ employee resource group), the Gap Collective Pride collection includes T-shirts, hoodies, socks and more for all ages. The brand is also donating \$50,000 this season to the Gay and Lesbian Alliance Against Defamation (GLAAD), an LGBTQ media advocacy organization.

Shop the Gap Collective Pride Collection

18. gc2b

Based out of Maryland, gc2b is a trans-owned company that specializes in gender-affirming binders and offers a comprehensive sizing guide to get the best fit.

This shop is also committed to positive change through community-centered initiatives, and has sponsored more than 100 LGBTQ organizations and raised more than \$115,000 for artists and partner organizations over the past three years. Additionally, gc2b has donated more than 6,000 binders to those in need through its donation program, so this could be a great place to shop for Pride 2021, especially if you grab one of the brand’s special Pride-themed binders.

Shop gc2b

19. GDY

With 100% of the proceeds set to benefit The Trevor Project, Good Dye Young (GDY) is helping to celebrate this year with a special candle. Formulated to mimic the scent of the brand’s popular haircare, the candle will launch on June 1 and offers top notes of bergamot, meaning it could be a great option for candle lovers.

Shop GDY

20. GenderBender Apparel

Established in 2018 by Xander Shephard, GenderBender Apparel is a trans-owned business that celebrates transgender and gender nonconforming identities, and specializes in binders and gender-inclusive shapewear, swimwear, and more. For Pride Month 2021, the shop—which operates out of Los Angeles and Long Beach, California—is offering a special collection, which features Pride-inspired shorts, hats, dresses, and more.

Shop the GenderBender Pride Collection

21. The Glow Co.

Based out of Spokane, Washington, The Glow Co. is a queer-owned shop that makes soy wax candles and ships all packages in containers that are biodegradable or reusable. Featuring a variety of spring scents, such as lilac, kitchen garden and blood orange sangria, this shop's offerings could be a great investment if you're looking for new candles to try out.

Shop The Glow Co. at Etsy

22. Happy Socks

Help your feet find their happy place during Pride Month 2021 with the rainbow-colored styles available now at Happy Socks. The brand has paired up with InterPride for this year-round collection, and the organization will receive 10% of the profits from every Pride pair sold throughout the entire year.

Shop the Happy Socks Pride Collection

23. Harry's Razors

Right now at Harry's, you can grab a limited-edition razor, shaving kit and more, with art from Zipeng Zhu. As in previous years, 100% of the profits from this set will go to benefit The Trevor Project.

Shop the Harry's Razors Pride Collection

24. JOANN

JOANN is partnering with GLSEN, a national education program dedicated to ensuring safe schools for queer youth, for Pride 2021. As part of the celebration, the store is offering custom fabrics, accessories and more that can be great for everything from festivals to private, socially distanced gatherings. The retailer is also donating \$25,000 to GLSEN and an assortment of items (plus \$5,000) to the LGBTQ Center of Greater Cleveland, which helps community members in the Ohio area.

Shop the JOANN Pride Collection

25. Kate Spade

It's rainbows as far as the eye can see with this limited edition Pride-inspired collection at Kate Spade. The brand is donating 20% of the profits from this assortment of bags, face masks, ready-to-wear jewelry, and more to The Trevor Project, a long-time partner.

Shop The Rainbow Shop at Kate Spade

26. LEGO

Available June 1, the "Everyone is Awesome" LEGO set celebrates diversity and features 11 mini-figures, all rocking their own unique looks. This 346-piece model will be available online and in stores and could be a fun option for kids and LEGO lovers of all ages. The brand also has partnerships with organizations like Stonewall, which helps fund other LGBTQ organizations and offers grants and scholarships, as well as Workplace Pride and Open for Business, which strive toward LGBTQ inclusivity in the workplace and in society.

27. Levi's

Levi's is kicking off Pride Month 2021 with the All Pronouns All Love collection, which aims to bring awareness to the importance of respecting pronouns and inspiring inclusivity for all. The Liberation trucker jacket, which features rainbow paneling on the back with the words "they/them, she/her, he/him, we," is a highlight of it, but you can also shop T-shirts, shorts and more. All of the proceeds from this collection go to benefit OutRight Action International, a global organization dedicated to advocating for the rights of LGBTQ humans around the world.

Shop the Levi's Pride Collection

28. MAC Cosmetics

MAC Cosmetics has a long history of supporting the LGBTQ community, even beyond Pride month. All proceeds from the brand's iconic Viva Glam line—which launched in 1994 and all proceeds of which were initially donated to help fight HIV/AIDS—go to benefit the Mac Viva Glam Fund and has helped raise more than \$500 million worldwide.

Shop the MAC Viva Glam at MAC Cosmetics for \$19

29. Madewell x Lisa Congdon

Set to launch June 1 (although some pieces are already available), Madewell's collection with artist Lisa Congdon features a variety of colorful T-shirts, jeans, and posters, so shoppers who love this fashion-forward retailer to show off their Pride as well. Half of the proceeds from the collection will go to benefit the American Civil Liberties Union (ACLU), which helps to advocate for LGBTQ equal rights and fight against discrimination.

Shop the Madewell x Lisa Congdon Collection

30. MeUndies

MeUndies makes undergarments for all bodies, and for Pride Month 2021, the brand is offering a limited-edition collection that includes everything from underwear to apparel, face masks, and more. Additionally, MeUndies is partnering with the Los Angeles LGBT Center, which offers programs, services, and advocacy for LGBTQ in need.

To support the organization's work, MeUndies has made a financial commitment of \$75,000, which will help provide educational support for 150 LGBTQ youth, as well as 22,500 hot meals, 1,500 full days of services (including employment training), and 600 bed nights in the Los Angeles LGBT Center's Transitional Living Program, and more.

Shop the MeUndies Pride Collection

31. Native

Native makes all-natural deodorant, and this year for Pride, the brand is partnering with The LGBT Asylum Project, a nonprofit organization which aims to help 500 LGBTQ asylum seekers gain accessible legal representation. The brand is donating \$10,000 to help the cause and is also offering customers the chance to save 20% off their next order by emailing a copy

of a donation receipt to any nonprofit that supports the LGBTQ community to pride@nativecos.com.

Shop at Native

32. Noble Objects

This small, female-founded company offers candles inspired by literary figures. For Pride Month 2021, Noble Objects has released candles inspired by celebrated LGBTQ authors, including James Baldwin, Oscar Wilde and Virginia Woolf. Additionally, 10% of proceeds from these candles go to benefit the Audre Lorde Project, a community organizing center in New York City for lesbian, gay, bisexual, two-spirit, trans and gender nonconforming (LGBTSTGNC) People of Color.

Get the To The Lighthouse by Virginia Woolf Candle at Noble Objects for \$32

Get The Picture of Dorian Gray by Oscar Wilde Candle at Noble Objects for \$32

Preorder the If Beale Street Could Talk by James Baldwin Candle at Noble Objects for \$32

33. Olay

Olay is celebrating Pride 2021 with a limited-edition jar of the popular Olay Regenerist Micro-Sculpting Cream, along with two gift sets. The brand is also donating \$75,000 to The Trevor Project and lending support to the Can't Cancel Pride, a virtual streaming event.

Shop the Olay Pride Collection

34. Outplay

For gender-affirming swimwear, Outplay is a great place to shop, offering binders with a range of compression fits, board shorts, and more to suit those in the LGBTQ community. You can shop the brand's Pride collection right now and explore new ways to show your support, or consider its sportswear collection, which boasts a mix of T-shirts, sports bras, pants, and other apparel.

Shop Outplay

35. Parade

Color Outside the Lines is a new underwear collection from Parade, which features more than 130 mix-and-match options for undergarments. In addition, the brand is donating 2,000 pairs of underwear to five LGBTQ centers, including the Ali Forney Center, a nonprofit offering shelter and healthcare services to LGBTQ youth experiencing homelessness.

Shop the Parade Color Outside the Lines Collection

36. Petsmart

Even pets can get in on the action this Pride Month 2021 at Petsmart. The brand's "You Are Loved Collection" features fashion, accessories, and toys for cats and dogs, which are emblazoned with distinctive rainbows. Petsmart is also a proud supporter of GLSEN and will donate \$100,000 in 2021 to benefit the organization.

Shop the You Are Loved Pride Collection at PetSmart

37. PopSockets

PopSockets are a cute but useful accessory that can help you grip your phone with greater ease. For Pride 2021, the brand is offering multiple rainbow-themed options to choose from. Plus, 50% of every sale from June 1 to June 30 will go to benefit the It Gets Better Project.

Shop the PopSockets Pride Collection

38. QVC

Right now at both QVC and HSN, when you purchase the Beekman 1802 Assorted Goat Milk Pride Collection (6 Piece), all proceeds go to benefit the Ali Forney Center. You can also shop assorted other Pride-inspired merchandise at the home-shopping retailer, but only the Beekman Pride Collection goes to benefit an LGBTQ organization.

Get the Beekman 1802 Assorted Goat Milk Pride Collection (6 piece) at QVC for \$47

39. Ralph Lauren

Love the classic look of Ralph Lauren? The brand is celebrating Pride Month 2021 with an exclusive collection of Polo shirts, hats, water bottles, and other items. All proceeds from the sale of each Polo shirt and 25% of the purchase price from the sale of each graphic T-shirt, water bottles, and more go to benefit the Stonewall Community Foundation.

Shop the Ralph Lauren Pride Collection

40. Reebok

Just in time for Pride 2021, Reebok's latest collection celebrating the LGBTQ community features a vibrant assortment of Pride-inspired footwear and apparel. The items were designed by Colorful Soles, the brand's LGBTQ employee community, which also partnered with the legendary House of Ninja (spotlighted in the iconic documentary, *Paris is Burning*). In addition, Reebok is donating \$75,000 to the Sylvia Rivera Law Project, which advocates for affirming access to social, health and legal services for those of all gender identity and expression.

Shop the Reebok Pride Collection

41. Skagen

This year, Skagen—maker of classic watches—is partnering with InterPride and donating \$25,000 to support its mission of helping the LGBTQ community on an international level. Inspired by the Pride and transgender flags, the Aaren Pride collection by Skagen features two limited edition styles.

Shop Skagen Aeren Pride Collection

42. Skittles

There's only one rainbow that matters during Pride, according to Skittles. For the second year in a row, the brand is giving up its signature rainbow during the month of June and offering a new limited-edition bag, which features gray packaging on the outside and all gray candies within. Skittles is also partnering with GLAAD, and \$1 per pack purchased will be donated to GLAAD (up to \$100,000). You can snag it at Walmart both online and in stores in select sizes until the end of the month.

Get the Skittles Limited Edition Pride Pack, Sharing Bag (15.6 ounces) at Walmart for \$9.99

43. SUAY Sew Shop

Specializing in home and apparel, SUAY Sew Shop is a queer-owned and operated brand that creates products from a combination of post-consumer waste and deadstock fabric. For Pride 2021, it's donating 10% of all pillow sales to support the Seeding Sovereignty Ancestral Acres Farm and Garden, which helps to address food scarcity issues and boost community farm and garden initiatives for Black and Indigenous LGBTQ community members.

Shop SUAY Sew Shop

44. Tangle Teezer x Ulta Beauty

For Pride Month 2021, Tangle Teezer is joining with the Stonewall Community Foundation to deliver a limited-edition version of the Compact Styler, which is available at Ulta stores nationwide. All proceeds from the brush will go to benefit Stonewall.

Get the Tangle Teezer Pride Power Compact Styler at Ulta for \$16

45. Target

For the last 10 years, Target has collaborated and lent support to GLSEN. From now through June, the retailer is offering the #takepride collection, which includes apparel, swimwear, pool floats and more designed to bring a little rainbow-tinted joy into the lives of LGBTQ folks and their allies.

Shop the Target #takepride Collection

46. Teva

This popular shoe brand—most widely known for its instantly recognizable sandals—is offering a collection of gender-inclusive footwear and accessories in honor of Pride month. In addition, Teva is making a \$35,000 donation to the Human Rights Campaign Foundation, the educational branch of the largest civil rights organization in the U.S., and which is dedicated to achieving equality for the LGBTQ community.

Shop the Teva Pride Collection

47. TomboyX

TomboyX is a queer-owned shop that offers form-flattering bras, underwear, and apparel for all bodies. Specialty collections like Gender Euphoria and the Rainbow Collection can be great options to consider for Pride 2021.

Not only that, but this retailer also delivers quarterly support to select nonprofits, including the LGBTQ Freedom Fund, which advocates against mass detention of LGBTQ individuals and helps provide bail for those in jail and/or at risk for immigration detention.

Shop TomboyX

48. Toms

The Toms Unity Collection features a variety of colorful footwear, sunglasses and more, and is available to shop right now at the site. Not only that, but the company—which recently announced it's giving $\frac{1}{3}$ of net profits to grassroots organizations—is supporting the LGBTQ community all year round by giving to various groups, including Brave Trails, a summer camp specifically dedicated to supporting LGBTQ youth.

Shop the Toms Unity Collection

49. Ugg

We're obsessed with Ugg Fluff Yeah slides, and for Pride 2021, you can snag a new pair of cozy, rainbow-hued slides for your collection. The Disco Stripes slides are new this year, and the brand will donate \$25 per pair for those purchased directly on the site to GLAAD, up to \$125,000.

Get the Ugg Disco Stripe Slide at Ugg for \$110

50. Vans

From classic slip-ons to T-shirts and more, the Pride collection at Vans this year runs the gamut and may help those who love the sporty look that this brand is known for feel more comfortable. Vans is also donating \$200,000 to LGBTQ organizations, including GLSEN, Casa 1, Where Love is Illegal, and Tokyo Rainbow Pride.

Shop the Vans Pride Collection

51. Vistaprint

From banners to bumper stickers and much more, Vistaprint is offering an assortment of Pride-themed merchandise in honor of Pride Month 2021. Not only that, but the brand has a year-round partnership with StartOut, the largest non-profit organization for LGBTQ entrepreneurs. In addition to making a \$100,000 donation to the organization, Vistaprint is also offering 20% of all Pride merchandise proceeds to benefit StartOut projects.

Shop the Vistaprint Pride Collection

52. Welly x PFLAG

Starting June 1, Welly—maker of first aid supplies—will be offering a special Pride-themed bundle, with up to \$10,000 of the proceeds going to benefit PFLAG, an organization dedicated to LGBTQ people, allies, and families alike.

Shop the Welly x PFLAG Collection

53. Wildfang

Established in 2013, Wildfang is a queer-owned business that offers a mix of clothing and accessories. With an emphasis on inclusion for all bodies and sustainability, the company has donated more than \$500,000 to charitable groups, including Planned Parenthood, the Tegan and Sara Foundation (which is dedicated to improving the lives of LGBTQ women and girls), and others.

In 2021, Wildfang has a goal of donating more than \$150,000 from online, store, and partnership sales, and while it doesn't have an overt Pride collection like other brands, shopping this store can be a great way to support the LGBTQ community.

Shop Wildfang

54. Zenni

Zenni, one of the most popular online eyewear retailers, is celebrating Pride 2021 with its 2021 Pride collection, which features frames starting from \$12.95 and eight options to choose from (including a pair for kids). Proceeds from the sale go to benefit the It Gets Better Project, a nonprofit organization that seeks to empower LGBTQ youth around the world, and

which Zenni has a year-round partnership with. If you follow #SeeMoreLove account on Instagram, you can take a glimpse at how other people are wearing these glasses, too.

Shop the Zenni Pride Collection

55. 1-800-Flowers

As one of the best places to shop for flowers online, 1-800-Flowers offers a variety of options. This year, the brand has joined forces with GLAAD and through June 30, is donating 20% of net proceeds from a special Pride bouquet to support the LGBTQ community. Additionally, 1-800-Flowers Inc. (the parent company of 1-800-Flowers) has donated \$25,000 to GLAAD, and since 2014, has donated nearly \$200,000 to the nonprofit.

Get the Pride Bouquet at 1-800-Flowers from \$59.99

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