

spread on the internet, however members, including founder Gerald Gardner, claim that it can trace its origin to ancient European witchcraft. In short, this is hog wash. Gerald Gardner took Golden Dawn and Thelemic practices, the smallest amount of folk practice, and an earnestly admirable amount of creativity to start Wicca. Wicca is decidedly new age.

It did of course strike me as strange to see a religious symbol being used to advertise a rolling tray. If there was a rolling tray with a cross or an om, it would stick out too, but why was the Wiccan one here, and not them. Wicca carries with it a spooky ookie aesthetic. Spirit Halloween is catering not only to children, and tired parents, but also to people who fancy themselves a spooky ookie. I am in fact one of the spooky ookies, window shopping for another Halloween themed item to add to my year round wardrobe.

Is it weird or unjust that Wicca is being appropriated to sell products? Maybe, but I'm sure cross and om rolling trays exist, just not in Spirit Halloween. The more I've thought about it, the more it felt like the Target pride merch. Like it's late-stage capitalism consumer nonsense, but not really worth doing anything about.