

A Word From Our Founder



Voodoo is our tribute to the feminine divine. When studying the Vodou religion, I have always been struck how, as opposed to Western religions, female sexuality is at the center of creation. It is not shunned or stigmatized; it is empowered.

We have long been inspired by Vodou spirituality and wish to celebrate female sexuality with the same reverence and zeal.

Our brand was only founded in 2019 - we still have a LONG ways to go in order to do justice to the spirit of Vodou. I am acutely and painfully aware of this, and am working as hard as I can to mold our brand into something which reveres and pays homage to the aforementioned core tenets of Vodou spirituality.

I would like to point out that, knowing that we are not followers of the Vodou religion, we intentionally chose to spell the brand 'Voodoo' to reference the pop-culture vernacular for 'mysticism', and we did not spell the brand 'Vodou' to cause any affront to the respected and revered religion.

Moving forward - as has always been our intention - we will be continuing to consult with experts on Vodou, the African Diaspora and US & Caribbean folklore studies, in order to ensure that our representation of the feminine divine aligns with Vodou principles.

We will also be dedicating our resources to support the communities from which we all draw such powerful inspiration. My explicit goal for this brand is not profit; I will continue to create opportunities that prioritize black women and black femmes to make space for them to freely create. I want to do my best to help uplift the voices of marginalized communities and make sure that they are heard.

You will see a number of initiatives funded by Voodoo: to help fund women's shelters, safe sex campaigns and fighting human trafficking. We are not perfect, and we never will be.

We are still learning and growing. I hope we can work together to create a brand which inspires and honors the legacy of black women, spirit work and the creative power endowed to women by the divine.

We welcome feedback and would love to work with anyone who wants to give us input. Please stay in touch. Love to all.

- Kevin Mirarchi, Founder & CEO of Voodoo