

Sober Witch Life Launches Merchandise Store During National Recovery Month

Sober Witch Life launches merch store with bold designs for witches in recovery. Proceeds support The Sovereign Phoenix fellowship.

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EINPresswire.com/ -- [Sober Witch Life](#) has officially launched a new merchandise store featuring t-shirts, sweatshirts, tote bags, and mugs designed for individuals who proudly identify as both sober and witch. The launch coincides with National Recovery Month, with a 10 percent discount currently available.



Sober Witch Life Website

National Recovery Month, observed every September, is dedicated to celebrating the millions of Americans living in recovery and raising awareness about treatment and support services. By aligning the store's launch with this national initiative, Sober Witch Life seeks to highlight a unique but often overlooked community—witches who walk the path of sobriety while embracing their spiritual practices. For these individuals, recovery and witchcraft are not separate but deeply interwoven journeys of healing, empowerment, and self-reclamation.

“

We are not just sober; we are sober witches, and we are proud of that.”

*Sunshine - The Pink-haired
Sober Witch*

DESIGNS THAT EMBODY REBELLION AND PRIDE

Each item in the store carries a unique custom design created by Sunshine, known widely as the pink-haired sober witch. Sunshine describes the designs as both personal statements and community banners. From bold affirmations to unapologetically rebellious imagery, the items provide a way for sober witches to express their identities publicly, often in spaces where both

sobriety and witchcraft remain stigmatized.

Standout items include the “[Sober Witch 4 Life](#)” design, a declaration of lasting commitment to recovery that also honors the sacred identity of the witch. Equally striking is the “Psycat AF” design, which combines humor, edge, and rebellion in a way that challenges mainstream stereotypes about sobriety and spirituality. Sunshine explains that these designs are meant to spark conversation, build solidarity, and remind wearers of their strength.

“Clothing and accessories are not just fashion,” she said. “They are tools of identity. When someone puts on a shirt that says they are a sober witch, they are making a public declaration of resilience and power. It’s a way to reclaim a story that society has often tried to silence.”

A MISSION BEYOND MERCHANDISE

While the store offers tangible items, the purpose goes far deeper. Proceeds from the merchandise will support [The Sovereign Phoenix](#), a developing nonprofit that Sunshine has been working to build alongside her recovery and spiritual community.

The Sovereign Phoenix is envisioned as “a spiritual fellowship for the practice of witchcraft, the path of recovery, and the ritual of magickal rebirth.” It is a fellowship where individuals can gather in community to honor sobriety as a sacred act, explore witchcraft as a spiritual path, and embrace the transformative cycles of life that mirror the mythical phoenix rising from the ashes.

Sunshine emphasizes that the merchandise is not simply about raising money but about raising visibility. “Every item worn in public is a signpost that says: witches in recovery exist. We are here,



Sober Witch Life Branding



Sober Witch Life T-Shirt

and we are thriving. Supporting The Sovereign Phoenix means creating a safe and sacred space where others can see themselves reflected, perhaps for the first time.”

THE PINK-HAIRED SOBER WITCH BEHIND THE DESIGNS

Sunshine, often called “the pink-haired sober witch,” has built a reputation for blending recovery advocacy with spiritual practice. After finding her own path through sobriety, she began openly sharing her identity as a witch and creating spaces where others could bring their whole selves—without hiding either their recovery or their spirituality.

Her work has included recovery circles, public rituals, podcasts, a radio show and writings that speak to the intersection of addiction recovery and witchcraft. The merchandise store is a natural extension of this mission, offering physical symbols of belonging for a community that is both global and diverse.

“I wanted people in recovery who also identify as witches to have something bold to wear that reflects both parts of who they are,” she said. “Sobriety is a reclamation of self, and these designs celebrate that.”

CELEBRATING NATIONAL RECOVERY MONTH

Launching the store during National Recovery Month was an intentional choice. Recovery Month, established in 1989, is a time when communities across the country host events, share stories, and shine light on the reality that



Sober Witch 4 Life Mug



Sober AF Sweatshirt

recovery is possible. For Sunshine, aligning the merchandise launch with this month amplifies the message that recovery takes many forms and that spiritual paths such as witchcraft can be central to healing.

“Recovery Month is about visibility,” Sunshine explained. “It’s about saying that people in recovery are not hidden, and they are not defined by their past. By opening the store now, we add another layer of visibility. We are not just sober; we are sober witches, and we are proud of that.”

COMMUNITY RECEPTION AND FUTURE PLANS

Early response to the store has been enthusiastic, with community members sharing excitement to share images of themselves in the new apparel and celebrating the chance to showcase their dual identities. The rebellious edge of some designs has resonated particularly with younger witches in recovery who want to challenge both societal norms and recovery stereotypes.

Looking ahead, Sunshine plans to expand the merchandise line to include seasonal designs tied to the Wheel of the Year and special collaborations with other artists in the recovery and witchcraft communities. These future releases will continue to raise funds for The Sovereign Phoenix while also keeping the store fresh and relevant.

A BROADER CULTURAL MOMENT

The launch also speaks to a broader cultural moment in which recovery is becoming more openly discussed and alternative spiritual paths are gaining recognition. While traditional recovery programs have provided critical support for millions, there has been growing acknowledgment that spirituality takes many forms. For some, witchcraft provides a deeply resonant framework for healing, with rituals, symbols, and practices that align closely with recovery principles such as surrender, transformation, and connection.

By creating merchandise that unites these identities, Sober Witch Life is contributing to this evolving conversation. The store becomes not just a place to buy products but a cultural statement about the legitimacy and vitality of diverse recovery paths.

Sunshine Witchski

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