

Stylin' Swifties: The Concert Couture of Taylor Swift's 2023 "Eras" Tour



Within the vast and colorful realm of the Swiftie fandom, Taylor Swift devotees do not just attend shows as mere observers; they create impressive, unique outfits that recall Swift's album themes, becoming active participants of the concert spectacle. It's not just wearing the same shoes as Taylor - which would cost a bundle, considering she herself sports many custom-made Christian Louboutin shoes and knee-high boots for this tour - fans dress thematically based on subject matter, year, color, and mood that represents her albums. Social media is flooded with "Eras" outfit guides that illustrate which color represents which album, giving fans the rundown on which outfit to wear and where to buy the accoutrements to fully immerse themselves in the World of Tay-Tay. One style, known as the *Twee* style ("1989" era), has been attributed to both Swift and actor Zooey Deschanel. The jury's out on which entertainer

introduced this preppy-50s-polkadot-retro-cool-dork fashion statement first, making it the icon it has become.

Social media guidelines share outfit information like: Taylor's color of choice for her self-titled album is green; "Fearless" bids you to wear gold, while "Speak Now" suggests donning purple hues, and "Red" is glaringly self-explanatory. Black is the color and theme for Swift's racier, punchier "Reputation" album, and so on. Those sexy, bejeweled bodysuits from designer Roberto Cavallo are all about the romance and heat of Swift's album, "Lover", so you'll see fans follow suit, festooned in sequins and dazzling jewelry. It's a fabulous spectacle of color and texture, and her adoring devotees are all in.

Online Swiftie fashion guides also offer fans tips on DIY outfits (from glitter and sequined miniskirts to prairie dresses) and footwear (sequined boots, glittery silver sandals, high-as-heck, bright pink platform boots, simple white sneakers, ballet flats, black creepers, leather country cowboy boots), and Taylor herself comes in all colors of the rainbow, her onstage outfits ranging from elegant flowing gowns taken from romance novel book covers to those dazzling, crystal-encrusted Cavallo body suits one would expect on a Vegas showgirl or a trapeze artist. It's obvious Taylor puts an enormous amount of thought and energy into every aspect of her sold-out shows, from musical numbers to texture and setting, and her fans love – I mean, **LOVE** – her for it.

Taylor Swift is truly an icon, and fans have taken over social media with their own unique creations and recreations of Swift's iconic outfits. Swifties have even created outfits based on bits of Swift's lyrics, and fans in the know all revel in discovering the Easter eggs found in each interpretive design revealed at each sold-out show.

It really is Taylor Swift's world, and Swifties happily live in it.