

1989 (Taylor's Version): Better than the original?

Recently, in the height of her career, Taylor Swift has been re-recording and releasing her old albums that she no longer owns. In November of 2018 Swift lost the rights to all of her albums starting with *Lover*, which came out in 2019 following the loss of her old albums.

“When something is said in parentheses (*Taylor's Version*) it means I own it,” Swift said on Seth Meyers' Late Night Talk Show.

Swift has become the #1 most listened to artist on Spotify following her huge Eras Tour, which has been affecting economies to each of the cities that she visits during the tour.

1989 (Taylor's Version) debuts five new ‘vault tracks’ that she originally wrote in 2014 with the release of *1989*. All of her re-released albums feature her so-called ‘vault tracks.’ *1989 (Taylor's Version)* debuts “Slut,” “Say Don't Go,” “Now That We Don't Talk,” “Suburban Legends,” and “Is It Over Now?” Each song is branded with the (Taylor's Version) and the (From The Vault).

Fans had an overwhelming reaction to Swift's re-release of *1989*, which she announced on August 9, 2023 in front of her audience at the ‘Eras Tour’ Los Angeles closing night of the original U.S. leg of the tour.

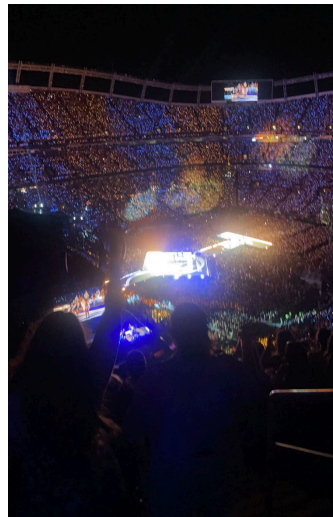
The overall album was so much more enjoyable than the original, maybe stemming from the fact that it is always nice to experience an album drop. She brings back the original enjoyment of the album as it allows her another reason to further connect with fans. With Swift's devoted fan base the album continued to thrive. Knowing that Swift herself owns this album allows fans to enjoy it on a higher level as all the work she went through to get the re-release of her albums that she did not own.

However, some fans still were upset with Swift over the new “*Style*” and “*New Romantics*,” as they believed that the new versions did not hold the same level of adoration and buildup that the originals held.

Both “Is It Over Now?” and “Now That We Don't Talk” went viral on TikTok and Instagram with fans talking about their own experiences with men and how they felt about the new album, and how she continues to be relatable to fans.



(The new cover of *1989* debuts Swift smiling happily as the original did not allow. She notes that *1989* is allowing her to open up more to her fans.) Cover Image



(Taylor Swift performs at the Denver Night One Eras tour show. Swift has an extremely devoted fan base as she has continued to grow over the years. Emily Friesen)