

TAYLOR MANIA HITS THE UK

Get ready to Shake It Off, because the Eras Tour is Blighty bound...

We've been watching and waiting patiently from across the pond – getting our Swift fix via grainy TikTok videos – but, finally, The Eras Tour is here and Taylor mania has officially hit the UK. Are You Ready For It?

When the 34-year-old singer-songwriter released her self-titled debut album back in 2006, she was a curly haired country girl. Fast-forward to 2024, and she's broken records with her Eras Tour – meshing 11 albums into one dazzling three-hour show.

You don't have to be a Taylor Swift fan – lovingly dubbed “Swifties” – to see the impact Eras has had.

After finishing dates in the US and Latin America, the singer brought her tour to the screen with the release of *The Eras Tour (Taylor's Version)* on Disney+.

Kicking off the European leg in Paris last month, Swifties live-streamed the event on TikTok. For those who'd seen her before – and for those who hadn't – it was a chance to experience the magic all over again.

The Eras Tour is in a league of its own, leaving even Harry Styles' booming Love On Tour and Adele's sell-out Vegas residency palling in comparison. And it's for good reason.

DEAR DIARY

To be a fan of Taylor Swift is to know her life. From

“dancing around the kitchen in the refrigerator light” to being “down bad, crying at the gym”, the pop star's songs are diary entries – a Swifties guide on how to get by. In her most recent album, *The Tortured Poets Department*, Taylor detailed surviving her heartbreakings split from Brit actor Joe Alwyn, 33, while touring. “*All the pieces of me shattered as the crowd was chanting 'More...'*” she sings on *I Can Do It With A Broken Heart*. And if Taylor can do it in front of millions, you can survive your weekly Zoom meetings.

In a sense, fans see themselves in Swift's lyrics. It's a love story forged in music, with

Taylor spilling her heart out into song before packaging each one up in limited-edition collectable vinyl to sell to fans.

SHAKE IT OFF

It's not just Taylor who makes an impact – Swifties do, too. During her Seattle concert, the energy generated from her fans' footfall was equivalent to a 2.3 magnitude earthquake. After mentioning friendship bracelets in her song *You're On Your Own Kid*, the fanbase took to making their own beaded creations – boosting the bracelet economy while simultaneously causing a bead and sequin shortage.

And when Tay-Tay touches down in the UK –

She's in her world
domination era

TAYLOR
in numbers

£1billion

The boost The Eras Tour will provide to the UK economy

1 in 4

Fans will travel to a different city to see the show

2%

The chance of getting tickets to Taylor's London shows

152

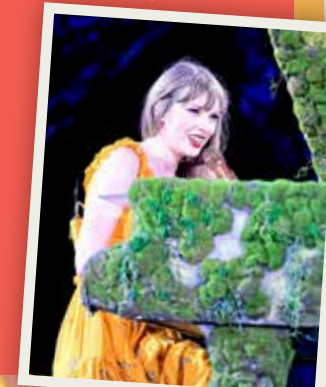
How many shows Taylor will have performed by the end of the tour

1 in 10

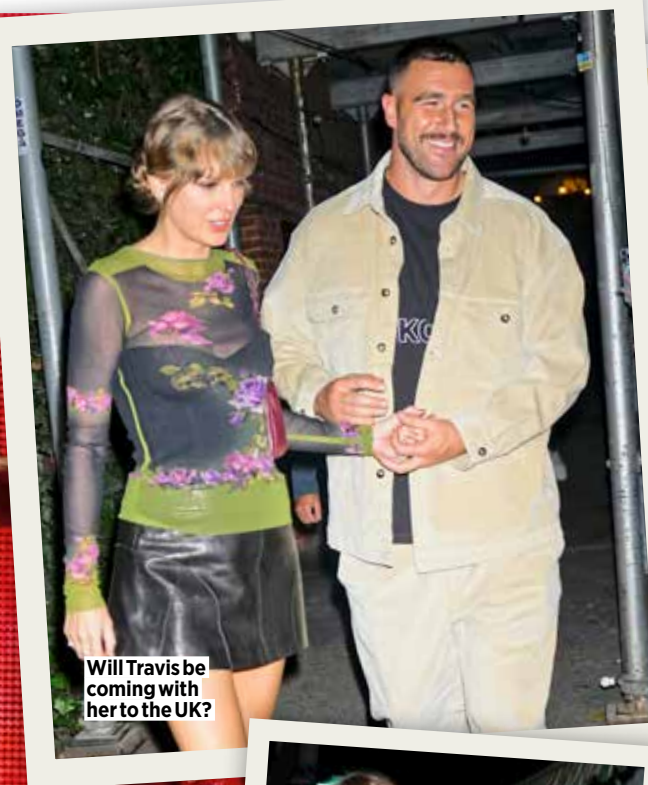
Swifties will be throwing a Taylor-themed party

12x

More than a regular night out is what Swifties are spending



"I'm a little teapot..."



Will Travis be coming with her to the UK?



BFF Blake Lively is bound to show

THE ERRORS TOUR

The Eras Tour has been a worldwide success – but even Taylor Swift can't be perfect every night. Here's a rundown of the star's numerous gaffs, covering everything from broken shoes to forgotten lyrics. Behold: The Errors Tour...

SNAP

During the *Lover* segment of her gig in Rio De Janeiro, the heel of Tay's sparkly boot came clean off.

MIC DROP

When her mic broke in Chicago, Tay simply hit it, shouting "Hello" until a tech arrived.

ON THE FLY

She went from chatting to choking in Chicago, when a bug flew into her mouth.

BUM DEAL

Shoutout to Tay's thighs. Our girl is clearly nailing her squats. They may have saved her life when she missed her chair during her performance of *Vigilante Shit* in Tokyo and just managed to avoid falling flat on her arse.

OFF KEYS

After a night of heavy rain in Massachusetts, Tay's piano started playing itself!

performing her first show in Edinburgh on 7 June – the fanfare will continue. Liverpool City Council have unveiled plans to implement 11 art installations inspired by a different era of Taylor's career around the city. And after being name-dropped in one of the singer's latest songs, London pub The Black Dog has decorated its wall with a Swift-themed mural, with the pub's event manager calling the fans' reaction "overwhelming".

FAMOUS FACES

When attending a Taylor concert, there's a number of things you need to expect: an abundance of sequins, a sprinkling of hip gyrations, and a flock of famous faces outing themselves as Swifties. The likes of country icon Shania Twain, former Disney darling (and member of Taylor's squad) Selena Gomez, and double Oscar winner Emma Stone have all been spotted at her gigs.

When it comes to her UK shows, there's a handful of celebs we're near-guaranteed to see. BFF Blake Lively, 36, is a regular attendee – and it's well known the *Gossip Girl* star has her own ties to the UK. A football match at husband Ryan Reynolds club Wrexham FC in the morning, followed by an Eras Tour

concert in the evening? Sounds dreamy to us! Alongside Blake will no doubt be Taylor's American footballer beau Travis Kelce, 34, who has proved a hit among fans for his dad-dancing. Although it's impossible to know who has Eras Tour tickets, it's not too far-fetched to hazard a guess. Swifties attending the UK shows could bump into the likes of Taylor's long-time pal Ed Sheeran,

self-proclaimed Swiftie Liz Truss won't be in the crowd. What a sight that will be. Given Taylor once karaoke-d with the future King, some fans have even questioned whether Prince William could make the trip to Wembley. Although previously telling fans that the Eras Tour would have no special guests, Taylor has brought a few of her nearest and dearest onstage – including

'Fans will be on the lookout for her exes'

as well as model Cara Delevingne and *Game Of Thrones*' Sophie Turner, who are both members of Tay-Tay's girl squad. Former Liverpool football club manager Jürgen Klopp has confirmed he'll be attending the Anfield show, and it's hard to imagine a world where former Prime Minister/

Marcus Mumford, rapper Ice Spice, and close pal Phoebe Bridgers. There's no guarantee UK Swifties will see a special guest, but given her previous tours included appearances from Robbie Williams, and Niall Horan, any surprise is bound to be a goodie. Of course, there's also

the haunting question of whether some ghosts of relationships past could haunt her shows. Fans will be on the lookout for Taylor's former flame Harry Styles, 30, as well as The 1975's Matty Healy, 35. And while it seems unlikely that Joe Alwyn will find time to watch his ex singing about their slowly dying romance, we'll never say never.

Whether you're watching from a stadium or the comfort of your home, The Eras Tour is bringing Taylor mania right to the shores of good ol' Blighty – and something tells us this frenzy won't be ending anytime soon. ■



Bracelet mania is widespread among Swifties

